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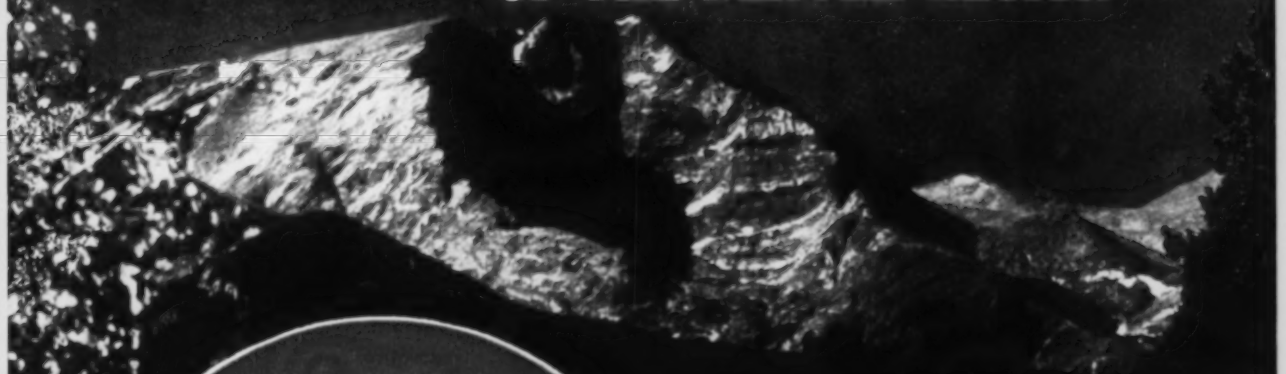

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IN THIS AREA

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Families Wrote WLS

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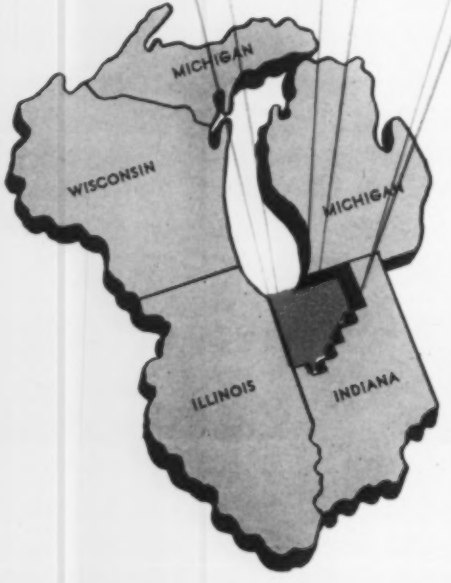

THESE 17 Indiana Counties (constituting Indiana's first, second, and third Congressional Districts) sent 108,485 letters to WLS last year. There are 211,404 Radio Homes in the same 17 counties, making 51.3 letters for each 100 radio homes: better than ONE OUT OF TWO.

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JOHN BLAIR & COMPANY

WLS

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50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

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expectations

for coverage,

programs, sales

THE
STATION
THAT
SELLS

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

It takes
CBS

IDEAS *to make a network* . . . here's one that pays off for everybody

If you think there's nothing new in quiz shows, it's plain you haven't heard about *Money on the Line.* Or how tightly this brand-new program packs one of Columbia's biggest Hollywood studios every Friday night at 6.

You probably don't even know that *Money on the Line—after only four weeks on the air*—has built itself a 5.1 rating in Los Angeles alone (as measured by C. E. Hooper, August, 1944).

It's a Q-and-A program with a catchy new twist. Emcee Jack Bailey reads a home-made verse or a limerick, omitting the last line. The contestant—to win a cash prize—has to round out the missing line by supplying a song title that rhymes with the rest of the verse.* Then Wilbur Hatch's 18-piece orchestra plays the tune.

Listeners submit the limericks, get paid for the best ones. If the contestant fluffs, his prize goes to the verse-writer who stumped him. It's one of those basically simple ideas that catch on spontaneously. Mail has averaged 250 verse entries a program. And both mail and rating are climbing steadily.

Money on the Line has a sponsor. But we have other program ideas that are equally as good. More information and sample recordings await you here or at the nearest Radio Sales office.

*Like this:
There once was a fellow named Moore
Who sang love songs down by the shore,
There wasn't a thing
This crooner could sing
But—"*Amor . . . amor . . . amor . . .*"

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KOIL CBS in *Omaha*

5000 WATTS . . . 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

MRS. DOROTHY S. THACKREY

owner and publisher of the

New York Post

announces approval by the Federal Communications Commission of her purchase of Radio Station

WLIB

broadcasting in New York on the 1190 kc clear channel

Mrs. Thackrey takes particular pleasure in confirming an agreement for continuing and enhancing present program policy under the same management that has successfully created and established WLIB as "a distinguished New York station." WLIB looks forward to increased power and more time on the air while planning FM, television, and facsimile.

News, and "the popular classics with a blend of the modern."

WLIB

"THE VOICE OF LIBERTY"

ELIAS I. GODOFSKY
President & General Manager

DOROTHY S. THACKREY
Chairman of the Board

ROBERT M. SCHOLLE
Vice-President, Sales

Meet Joe

TEST PILOT FOR MICROPHONES

Joe is a war worker. He plays a part in the design of new types of microphones for our armed forces—for example, the microphone for use inside an oxygen mask, and the new lip microphone. No beauty, perhaps, yet his chamois covered face closely approximates the human skin in texture and acoustical properties. Bell Telephone Laboratories engineers created him to aid in designing and fitting microphones, and to serve as a guinea pig in making acoustical and electrical measurements.

In himself, Joe is not important, but his development is one more example of the ingenuity and attention to detail resulting from Western Electric's *75 years of leadership* in the manufacture of communications equipment—and another assurance of even better products after the war.

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

"I said to test some stations, Thistlewaite—not rations!"

- Whatever you want to test—whether it's a *product*, or radio vs. other media, or spot broadcasting in specific types of market—we crave to be in on it.

We've helped put on dozens and dozens of tests—know a lot of stuff that may prove helpful. Say when!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
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KXYZ	HOUSTON
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BROADCASTING
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Broadcast Advertising

VOL. 27, No. 16 WASHINGTON, D. C., OCTOBER 16, 1944 $5.00 A YEAR—15c A COPY

President Opposes Arbitrary Air Control

Broad Plank in Democratic Platform Covers Radio, Says Early

(Text of letter to President Roosevelt on next page)

By SOL TAISHOFF

PRESIDENT ROOSEVELT, as the Democratic nominee, believes that radio can be effective in a democracy only "if it is free of all arbitrary restrictions whether governmental or private."

That expression is conveyed to BROADCASTING by Stephen Early, chief Presidential Secretary, in response to a letter seeking Mr. Roosevelt's views on radio regulation and the need for new legislation. The letter was sent to the President in the light of failure of the Democratic Platform to mention the word "radio," in contrast to the thumping "free radio" pledge in the Republican platform and the vigorous advocacy by Gov. Dewey of limitations on the FCC and changes in the law [BROADCASTING, Sept. 11].

Mr. Early, in his letters to this reporter, disagreed with the observation that the Democratic Platform took no stand with respect to a free radio. Contending that it is "not silent," he pointed to the plank reasserting "faith in competitive enterprise free from control by monopolies, cartels, or any arbitrary private or public authority" as broad enough to cover radio.

Applies to Radio

"This declaration," Mr. Early stated, "applies to radio as well as all other enterprise and is in complete accord with the President's views that the radio waves are part of the public domain owned by the people and that radio can only be effective in a democracy if it is free of all arbitrary restrictions whether governmental or private."

On the subject of legislation, raised in the letter to Mr. Roosevelt, the Presidential Secretary pointed out that several bills have been introduced in Congress in recent years to amend the Communications Act and that "extensive hearings were held but upon which no action has been taken" by Congress. The President, he added, had been unable to follow or study these hearings and therefore "is not in a position to express any opinion about them."

Gov. Dewey, in an interview with this reporter last month, got squarely behind the Republican plank calling for a "new radio law which will define in clear and unmistakable language the role of the FCC." He went beyond that, however, by condemning any semblance of censorship, urging that the licensing authority be limited to regulation of the physical aspects of radio and insisting that radio be left as free as the press.

"Radio in this country has made its great development as part of our American enterprises," Gov. Dewey stated. "The Government no more belongs in this field than in the field of the newspaper and the magazine."

He also lashed out against any ban on sponsorship of news and commentators, asserting it would be as bad for Congress to legislate in this field "as it is for the FCC to regulate program content." He said development of FM and television is up to private enterprise.

In seeking a new expression from the President in this campaign year, this reporter recited that in 1939 the President had written Chairmen Wheeler and Lea of the respective Senate and House committees dealing with radio, calling for a new law. The Chief Executive had expressed dissatisfaction with the "legal framework and administrative machinery of the Commission" and had called for clearer Congressional policies on the substantive side "so clear that the new administrative body will have no difficulty in interpreting or administering them."

The BROADCASTING letter pointed out that broadcasters generally agree with that 1939 White House expression, but that there had been no change in any substantive provisions of the law or in the administrative machinery of the Commission. Because of the expansion ahead which will entail "substantial new investments in such fields as FM and television," the letter continued, broadcasters want a new expression. Maximum public benefits can accrue "only through a law which will be sufficiently explicit to encompass these new developments and provide necessary legislative guidance," the White House was advised.

There was no mention of these new services, however, in Mr. Early's response. In a letter Aug. 23 to J. Harold Ryan, president of the NAB, sending greeting to the NAB Executives War Conference, the President mentioned FM, television and facsimile as services which "offer great fields for developments which will enable your industry not merely to hold its own during the period of conversion and demobilization, but rather to expand and flourish."

1940 Platforms

Absence of any mention of radio in the Democratic Platform occasioned both surprise and chagrin among broadcasters. In the 1940 campaign both parties adopted "free radio" planks, although the Democratic action came after a "behind-the-scenes" battle in which Sen. Wagner of New York opposed such a plank. As finally adopted, the 1940 Platform of the New Deal stated:

"Radio has become an integral

THE WHITE HOUSE
WASHINGTON

September 26, 1944

Dear Sol:

The President has asked me to reply to your letter of September fourteenth. You state in your letter that the Democratic Platform took no stand with respect to a free radio and that you therefore desire an expression of views from the President on this subject.

I believe if you will re-read the Democratic Platform, you will find that it is not silent concerning a free radio. The Platform specifically states:

"We reassert our faith in competitive enterprise free from control by monopolies, cartels, or any arbitrary private or public authority."

This declaration applies to radio as well as all other enterprise and is in complete accord with the President's views that the radio waves are part of the public domain owned by the people and that radio can only be effective in a democracy if it is free of all arbitrary restrictions whether governmental or private.

Your letter also raises the question concerning the enactment of legislation amending the Communications Act. I understand that several bills have been introduced in Congress in recent years to amend the Communications Act on which extensive hearings were held but upon which no action has been taken by the Congress. The President has been unable to follow or study these hearings and therefore is not in a position to express any opinion about them.

Thank you for your courtesy in writing as you did.

Very sincerely yours,

Stephen Early

STEPHEN EARLY
Secretary to the President

Mr. Sol Taishoff,
Editor & General Manager,
Broadcasting Magazine,
National Press Building,
Washington, D. C.

MR. EARLY

part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States. We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

The Republican Convention in 1940 likewise adopted a free radio plank. It stated: "The principles of a free press and free speech as established by the Constitution should apply to radio. Federal regulation of radio is necessary in view of the natural limitations of wavelengths, but this gives no excuse for censorship. We oppose the use of licenses to establish arbitrary control. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Both of these planks resulted from pleas made to the Resolutions Committee of the conventions for expressions on radio. This year, largely through the NAB Legislative Committee, similar pleas were made. Whereas the Republican Resolutions Committee brought in its clear-cut plank, the Democratic group felt otherwise and did not venture the word "radio" in the platform at all.

The full text of the "Free Press and Radio" plank adopted unanimously by the Republican Convention in Chicago June 27 follows:

Free Press and Radio—In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC.

All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

Vital facts must not be withheld. We want no more Pearl Harbor reports.

LETTER TO THE PRESIDENT

FOLLOWING is the text of the letter to President Roosevelt seeking his views on radio regulation and legislation:

Sept. 14, 1944.

The President
The White House
My dear Mr. President:

On numerous occasions you have indicated your awareness of radio-broadcasting as an instrumentality of public service. You have graciously commended broadcasters for their contributions to the winning of the war and have envisaged the bright future with FM, television and facsimile in the postwar offing.

These assurances of confidence are cherished by all those identified with radio. The broadcasters of this nation do not propose to slow down their war effort, even with victory near in the European theatre. They are aware that the war will then be but half-won and that the fighting will intensify in the Pacific theatres.

In the Sept. 11 issue of BROADCASTING, of which I am editor and publisher, there appeared an interview with Gov. Dewey as to his views on radio and, more particularly, its regulation. A copy of that issue is attached.

On Jan. 24, 1939, you addressed a joint letter to Senator Wheeler and Representative Lea, as the chairmen of the Congressional Committees in which radio legislation originates, expressing dissatisfaction with the "legal framework and administrative machinery of the Commission." You stated that new legislation was necessary to effectuate a satisfactory reorganization of the Commission. In that communication you added:

> New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.

Your views, as expressed in that 1939 letter, are largely those of all broadcasters. Since that time, however, there has been no change in any substantive provisions of the law, or in the administrative machinery of the Commission.

In view of the fact that the Democratic Platform took no position with respect to a free radio, whereas the Republican Platform urged changes in the radio law which would define the functions of the regulatory authority, the broadcasters would appreciate a renewed expresssion from you. They are mindful of the inevitable expansion ahead, which will entail substantial new investments in such fields as FM and television. It is the considered opinion of those in radio that maximum public benefits can accrue only through a law which will be sufficiently explicit to encompass these new developments and provide necessary legislative guidance.

While I am aware of the heavy demands upon your time in these arduous days, I can assure you, sir, that the nation's broadcasters would welcome your views on the points raised herein.

Respectfully,
(Signed) SOL TAISHOFF.

War Goods Warning

A NINE-POINT guide for advertisers and sellers of Government war goods has been formulated by the National Association of Better Business Bureaus and released with the warning that business must maintain fair and orderly distribution of these surplus goods if it is to retain public confidence. The guide is based on studies of present conditions as well as those after the last war and is aimed at preventing a recurrence of the situation after 1918 when speculators misrepresented merchandise to an over-eager public. Teeth will be put into the bureaus' program by spot shopping, checking advertising, investigating complaints and exposing unfair practices.

Pellegrin Is Promoted To Lieutenant Colonelcy

MAJ. FRANK E. PELLEGRIN, operating executive officer, public relations section, Sixth Army Group, was promoted to lieutenant colonel last week, according to word received from the Sixth Army's forward press camp. Before entering the service as captain early in 1942, Col. Pellegrin was director of broadcasting advertising for the NAB. Prior to that he was commercial manager of KOIL Omaha. He makes his home in Washington where his wife, Eleanor, now lives.

Col. Pellegrin

In his year's service overseas he has brilliantly covered three major landings with Army forces at Anzio, Elba and Southern France, making wire recordings of the action. During the Vesuvius eruptions, Col. Pellegrin climbed the cone of the volcano and recorded explosions and the destruction of a town at the base of the mountain.

GOP Plans Windup On All Four Net

Gov. Dewey in Election Eve Broadcast from Station

THE REPUBLICAN National Committee last week announced plans for an election-eve wind-up broadcast on the four major networks, 11-11:15 p.m. with Gov. Thomas E. Dewey speaking from a station studio, as yet unselected, and for a broadcast on NBC and CBS 10:30-11 p.m. from a Madison Square Garden rally in New York the preceding Saturday, Nov. 4.

Additional Time

Additional radio schedules for the coming three weeks were also disclosed indicating a trend towards use of repeat broadcasts to reach early-rising farmers and late-shift war workers.

Adding to previously announced broadcasts [BROADCASTING, Oct. 9] the Republican Commitee has ordered the full Blue and NBC networks Oct. 16, 10-10:30 p.m. to present Gov. Dewey from St. Louis with repeat Oct. 17, 12:30 p.m. in the *Farm and Home Makers* spot on the Blue except on the network's West Coast stations where the talk will be repeated again Oct. 18, 6:15-6:45 p.m. (PWT). The Governor's Minneapolis address scheduled on NBC 10:30-11 p.m. Oct. 24 will also be heard on the Blue, with Blue to repeat the following day in the *Farm and Home* spot and at 6:15 p.m. (PWT) for the West Coast. Gov. Bricker will be heard Oct. 27 on NBC 10:30-11 p.m. speaking from Kansas City.

CBC DROPS BENNY; COMMERCIALS HIT

PLANS to carry Jack Benny as a sustaining feature on the Canadian Broadcasting Corp. commercial network, with Canadian war messages substituting for the commercials, were cancelled following the Oct. 1 broadcast, E. L. Bushnell, CBC director-general of programs, has announced at Toronto. Tentative plans [BROADCASTING, Sept. 11] were based on lack of product mention during the broadcast, except in the commercials which would not be used in Canada.

Following the first broadcast in which the product was mentioned a number of times, Benny decided he could not commit himself to a guarantee there would be no future product mention in the program aside from the commercials. This necessitated the cancellation. In Canada the granting of sustaining privileges to the show brought opposition from the advertising and broadcasting industry. It was felt a precedent was being set under which any popular show could demand free time on a Canadian network because of popularity.

Truman on Blue

SEN. HARRY S. TRUMAN (D-Mo.) Vice-Presidential nominee will be heard under sponsorship of the Democratic Natl. Committee on the Blue Oct. 27, 9:30-10 p.m.

CIAA Heralds Big Latin American Market

Live Demand Seen For U.S.-Made Equipment

By JACK LEVY

A TREMENDOUS growth in South and Central American radio, accompanied by large demands for U. S. transmitting and receiving equipment and probable development of sponsored international broadcasting to promote trade within the hemisphere, has been foreseen for the postwar years by John W. G. Ogilvie, Director of the Radio Division of the Office of Coordinator of Inter-American Affairs.

Mr. Ogilvie

Given impetus by the CIAA through its overall program to cement Inter-American solidarity toward winning the war, radio in the other American republics is rapidly coming of age, improved by the introduction of modern programming techniques and prepared to expand its facilities along the lines of U. S. commercial broadcasting, Mr. Ogilvie told BROADCASTING.

Getting the Audience

With a majority of radio listeners educated to shortwave dialing —nearly one-third of the approximately 700 broadcasting stations in the other Americas are shortwave—Mr. Ogilvie expects that the large Latin American audience developed by CIAA shortwave operations from the U. S. will continue to be supplied with programs of the type which have proved so popular.

He anticipates intensive efforts to hold and expand this audience when CIAA eventually relinquishes its activities, with shortwave operators at first continuing the programs on a sustaining basis and later finding sponsors. Many of the programs produced locally by CIAA in the other Americas have already been turned over to advertisers, either local or U. S. firms, who are carrying on the objectives and themes of the Good Neighbor policy.

Along with a perpetuation of shortwave activities directed to the nations to the South, Mr. Ogilvie sees a ripe market in the other Americas for standard broadcasting. Most of the stations in the republics are low-powered and many of them are concentrated in the big cities (as of January, 1944, of 58 stations in Uruguay, 39 were in Montevideo). With better regulation of frequencies, station owners will immediately seek to employ more powerful transmitters to reach the millions of homes which are without receivers but are ready to purchase sets when they become available.

With scarcely more than 4,100,000 receiving sets serving a population of approximately 130,000,000, the market potentialities become evident, especially when it is realized that group listening in the other republics is far greater than in the U. S.

In many countries several families share one set, a radio being a luxury, as a result of low purchasing power and high cost of sets due to custom duties and, in some cases, state taxes.

Low Cost Sets

By shipping component parts for local assembly, U. S. manufacturers can make receivers available at prices within the reach of millions of prospective purchasers. Several companies are already planning to establish plants in South America to assemble sets from parts imported from their parent plants in the U. S. and from local parts manufacturers operating in Latin America.

The scope of the market, of course, will depend on the continuation of U. S. purchases from Latin America and expanded trade with world markets when the war is over and strategic materials are no longer needed in the same large quantities required during the war period, the development of local industries to process unfinished commodities which are produced in excess volume, and the prices received for primary exports such as coffee, meat, hides and copper.

The Radio Division of the CIAA has contributed largely toward maintaining the operation of many of the Latin American broadcasting stations, and has assisted them in improving their programming. Mr. Ogilvie observed that prior to Pearl Harbor much of the equipment used in the other Americas was German and that German shortwave programs to South America were far ahead of the U. S. These broadcasts from powerful transmitters, together with German radio operations within the hemisphere, dominated radio in the other American republics.

CIAA activities have assisted in revolutionizing radio in Latin America. Under the direction of experienced commercial radio men, the agency has instituted modern programming in numerous stations which until a few years ago were operating under antiquated conditions.

CIAA Guidance

In some cases the stations had no studios and CIAA men improvised soundproofing out of mats from native grasses. They showed stations how to build equipment to produce sound effects. They introduced strict scheduling, eliminated frequent delays and gaps between programs, made available transcribed musical libraries for cooperative use by stations, produced variety shows employing local talent, and pointed the way to good radio.

In a more tangible way, through purchase of time and talent for CIAA programs, stations were enabled to buy equipment to maintain operations. CIAA was instrumental in getting the War Production Board to give equal treatment with domestic broadcasters to our Latin neighbors in releasing transmitter tubes and other broadcast maintenance equipment. Without this equipment, it is doubtful whether many stations in Latin America would be operating today.

For listeners, the CIAA has helped in providing sufficient tubes and other parts to keep receiving sets in repair.

Listener Results

But more important, the CIAA, through its shortwave operations from the United States, has changed the listening habits of millions of Latin Americans. Instead of the propaganda poison they were receiving from Nazi stations inside and outside of Germany, they are now listening to unbiased news and uncontaminated variety programs from the U. S.

Although it is difficult to measure audience habits in Latin America on a highly perfected scientific basis, there is evidence of the effectiveness of American operations.

CIAA originally sent out radio schedules to 48,000 known shortwave listeners. It is now mailing out schedules to 125,000 shortwave set owners, as a result of direct listener requests. The eagerness of our Latin neighbors to hear our programs is indicated by the fact that a large percentage of the requests for schedules have been sent via air mail. The list grows daily. From one nation, the number of requests has about doubled in the last few months. It is indicative of the desire of Latin Americans for unbiased news intelligently presented by democratic commentators.

The fan mail received by CIAA is enormous. From every one of the republics come grateful letters, some poignant in their expressions of appreciation for the programs received. One CIAA commentator alone receives 500 to 600 letters a month. When a news commentary was temporarily suspended, more than 1,000 protests were received. The program was quickly resumed.

In a recently issued book, *Inter-American Affairs — 1943*, published by Columbia University Press, Don Francisco, Assistant Coordinator of the CIAA, stated that "radio has become an indispensable medium for creating an understanding of the United States in the other American republics, be-

(*Continued on page 55*)

Blue Gross Time Sales Up 60% For 7 Months; Others Increase

Total Dollar Gains of Four Chains During First Half of Year Estimated to Be $26,770,000

BLUE Network gross time sales for the first seven months of 1944 show an increase of some 60% over those for the same period last year, and CBS, NBC and Mutual are shown to have made somewhat smaller but none-the-less substantial gains, in an informal business review released by the Blue. The network industry experienced a solid advance for the January-through-July period this year, with total dollar gains for the four chains amounting to $26,770,000 over the first half or so of 1943, according to the figures given by the Blue which cites the Publishers Information Bureau as the source, with the exception for the Blue, whose figures are taken from BROADCASTING Yearbook.

The Blue Network predicts that its 1944 revenue will be more than double that of 1942, estimating a total of $40,000,000 for the current year, based on total card gross, and projected from sales for the first seven months. Figures for the previous years, taken from BROADCASTING Yearbook are as follows: 1941—$12,858,169; 1942—$15,782,493; 1943—$24,869,948.

Review shows that the Blue, since its separation from NBC in January 1942, has added 98 sponsored quarter-hours, including 71 daytime and 27 evening shows, making a total of 190 commercial programs of this length. As of Aug. 1, 1944, the network's advertisers used an average of 137% more stations per program daytime, and 93% more in the evening than in January 1942, and 34 sponsors were using the full network, according to the report.

Gross Net Sales

Network gross time sales for first seven months, as released by the Blue:

	1944	*1943*	*Dollar Gains*
Blue	$21,828,000	$13,470,000	$8,358,000
CBS	38,890,000	31,702,000	7,188,000
MBS	11,407,000	6,992,000	4,415,000
NBC	36,278,000	29,462,000	6,816,000

FCC ANALYSIS OF ECONOMIC STATUS OF BROADCASTING

Introduced at Allocations Hearings. Data cover total radio homes, per capita income, retail sales of all retail stores, total broadcast revenues from sale of station time, total investment in tangible broadcast property, and number of broadcast stations (standard, FM, Television) in the United States by States and broadcast regions.

Broadcast Region and State	Population (1940 census)	Radio Homes [1] (1940 census)	Per Capita Income [2] (1943)	Retail Sales [3] (1939) (Add 000)	Total Broadcast Revenues from time sales [4] (1943)	Tangible Broadcast Property [5]			Number of Stations Licensed As of September 1, 1944		
						Original cost	Depreciation to date	Depreciated cost	Standard [6]	FM [7]	Television [8]
Northern District											
Northeast:											
Connecticut	1,709,242	417,259	$1,452	$717,262	$2,343,645	$909,344	$438,941	$470,403	12	2	..
Delaware	266,505	59,921	1,361	110,052	3,406,211	1,113,136	426,347	686,789	2	..	..
Maryland	1,821,244	396,338	1,200	619,273					9	..	..
Maine	847,226	184,348	1,036	281,356	840,235	528,133	285,381	242,752	7	..	..
Massachusetts	4,316,721	1,044,830	1,201	1,737,680	5,676,401	2,949,199	1,231,018	1,718,181	23	5	..
New Hampshire	491,524	116,809	827	183,100	334,370	488,669	164,297	324,372	5	..	..
New Jersey	4,160,165	1,020,466	1,282	1,580,401	1,082,507	572,186	169,406	402,780	12	2	..
New York	13,479,142	3,385,620	1,340	5,578,159	16,462,721	6,972,982	3,109,168	3,863,814	56	14	4
Pennsylvania	9,900,180	2,265,921	1,048	3,133,377	10,478,905	4,872,552	2,197,318	2,675,234	45	8	1
Rhode Island	713,346	176,739	1,292	275,447	1,222,747	557,993	310,922	247,071	4	..	..
Vermont	359,231	80,253	891	123,369	126,140	129,100	55,135	73,965	4	..	..
District of Columbia	663,091	158,377	1,304	402,768	2,584,344	1,405,061	674,741	730,320	6	..	..
Total, Northeast	**38,727,617**	**9,306,881**	**[9] 1,223**	**14,742,244**	**44,558,226**	**20,498,355**	**9,062,674**	**11,435,681**	**185**	**31**	**5**
Great Lakes:											
Illinois	7,897,241	1,974,604	1,226	2,857,646	6,750,033	2,053,105	1,192,896	860,209	37	5	2
Indiana	3,427,796	826,604	1,092	1,066,383	3,620,939	1,403,497	747,164	656,333	20	4	..
Kentucky	2,845,627	444,416	609	520,135	2,153,465	970,593	588,452	382,141	12	..	..
Michigan	5,256,106	1,271,499	1,230	1,820,798	7,139,374	2,475,182	1,058,098	1,417,084	28	2	..
Ohio	6,907,612	1,697,672	1,204	2,441,293	13,039,267	5,182,823	2,798,782	2,384,041	34	1	..
West Virginia	1,901,974	326,347	688	403,989	1,938,531	917,618	450,003	467,615	14	..	..
Wisconsin	3,137,587	743,078	1,003	1,064,994	2,953,892	1,859,924	638,430	1,221,494	24	2	1
Total, Great Lakes	**31,373,943**	**7,284,220**	**[9] 1,096**	**10,175,238**	**37,595,501**	**14,862,742**	**7,473,825**	**7,388,917**	**169**	**14**	**3**
Midwest:											
Iowa	2,538,268	617,006	983	822,905	3,625,592	1,792,836	758,482	1,034,354	23	..	..
Kansas	1,801,028	411,984	1,003	473,551	1,583,375	714,488	315,885	398,603	17	..	..
Minnesota	2,792,300	647,499	916	1,017,195	3,812,534	1,411,639	909,350	502,289	20	..	..
Missouri	3,784,664	832,590	896	1,102,503	6,267,426	2,369,933	1,369,943	999,990	22	2	..
Nebraska	1,315,834	298,790	937	397,196	2,097,060	393,002	140,711	252,291	13	..	..
North Dakota	641,935	131,000	971	156,137	650,166	321,101	213,643	107,458	9	..	..
South Dakota	642,961	136,049	846	169,396	735,196	405,597	195,647	209,950	9	..	..
Total, Midwest	**13,516,990**	**3,074,918**	**[9] 936**	**4,138,883**	**18,771,349**	**7,408,596**	**3,903,661**	**3,504,935**	**113**	**2**	..
Total, Northern District	**83,618,550**	**19,666,019**	**[9] 1,129**	**29,056,365**	**100,925,076**	**42,769,693**	**20,440,160**	**22,329,533**	**467**	**47**	**8**
Southern District											
Southeastern:											
Alabama	2,832,961	321,671	603	435,973	1,887,547	530,394	230,694	299,700	18	..	..
Arkansas	1,949,387	244,586	512	298,301	899,882	569,341	235,021	334,320	12	..	..
Florida	1,897,414	326,447	874	614,464	2,790,871	1,595,801	450,912	1,144,889	26	..	..
Georgia	3,123,723	381,668	647	624,765	2,799,344	1,352,610	663,741	688,869	30	..	..
Louisiana	2,363,880	307,883	714	486,250	2,864,056	1,008,808	607,305	401,503	13	1	..
Mississippi	2,183,796	205,613	484	282,440	614,509	216,659	111,287	105,372	15	..	..
North Carolina	3,571,623	471,863	619	633,240	2,956,662	1,631,009	606,064	1,024,945	29	1	..
South Carolina	1,899,804	209,542	576	332,224	1,276,563	562,571	186,605	375,966	13	..	..
Tennessee	2,915,841	434,733	649	606,489	4,279,419	1,695,076	860,810	834,266	19	1	..
Virginia	2,677,773	409,978	820	628,172	2,582,985	1,365,666	643,102	722,564	18	..	..
Total, Southeast	**25,416,202**	**3,313,984**	**[9] 650**	**4,942,318**	**22,951,838**	**10,527,935**	**4,595,541**	**5,932,394**	**193**	**3**	..
South Central:											
Oklahoma	2,336,434	405,754	729	513,091	2,257,756	1,127,755	541,202	586,553	18	..	..
Texas	6,414,824	1,090,206	818	1,803,716	7,899,321	3,238,344	1,494,905	1,743,439	61	..	..
Total, South Central	**8,751,258**	**1,495,960**	**[9] 794**	**2,316,807**	**10,157,077**	**4,366,099**	**2,036,107**	**2,329,992**	**79**	..	..
Total, Southern District	**34,167,460**	**4,809,944**	**[9] 687**	**7,259,125**	**33,108,915**	**14,894,034**	**6,631,648**	**8,262,386**	**272**	**3**	..
Western District											
Mountain:											
Arizona	499,261	87,781	805	162,003	774,452	437,086	150,044	287,042	10	..	..
Colorado	1,123,296	258,573	950	409,103	1,714,436	900,417	412,340	488,077	14	..	..
Idaho	524,873	118,824	955	175,873	363,473	225,570	97,885	127,685	7	..	..
Montana	559,456	134,503	1,029	222,008	535,145	424,974	209,335	215,639	9	..	..
Nevada	110,247	26,200	1,397	61,828	205,503	187,817	75,346	112,471	2	..	..
Wyoming	250,742	57,126	938	100,233					5	..	..
New Mexico	531,818	66,609	656	125,765	354,110	265,882	127,168	138,714	9	..	..
Utah	550,310	126,418	1,009	170,728	1,378,988	626,185	283,235	342,950	8	1	..
Total, Mountain	**4,150,003**	**876,034**	**[9] 925**	**1,427,541**	**5,326,107**	**3,067,931**	**1,355,353**	**1,712,578**	**64**	**1**	..
Pacific:											
California	6,907,387	1,933,028	1,429	3,187,809	9,454,719	4,083,406	2,135,368	1,948,038	59	2	1
Oregon	1,089,684	290,641	1,229	442,160	1,942,334	709,057	296,732	412,325	22	..	..
Washington	1,736,191	472,553	1,368	668,790	3,293,510	1,627,358	876,904	750,454	30	..	..
Total, Pacific	**9,733,262**	**2,696,222**	**[9] 1,396**	**4,298,759**	**14,690,563**	**6,419,821**	**3,309,004**	**3,110,817**	**111**	**2**	**1**
Total, Western District	**13,883,265**	**3,572,256**	**[9] 1,255**	**5,726,300**	**20,016,670**	**9,487,752**	**4,664,357**	**4,823,395**	**175**	**3**	**1**
TOTAL, UNITED STATES	**131,669,275**	**28,048,219**	**1,031**	**42,041,790**	**154,050,661**	**67,151,479**	**31,736,165**	**35,415,314**	**914**	**53**	**9**

[1] A unit was enumerated as having a radio if it contained a usable set or one only temporarily out of repair, and adjusted to include a portion of the families not reporting on the radio questi

[2] Source: August 1944 "Survey of Current Business" United States Department of Commerce, Bureau of Foreign and Domestic Commerce.

[3] U. S. Census of Business, Retail Trade, 1939.

[4] Source: Annual Financial Reports, F. C. C. Form 324, reported by licensees of 729 standard broadcast stations that reported time sales of over $25,000, and does not include $72,877,8 reported by nine networks and nine key stations and excludes broadcast revenues amounting to $1,836,143 reported by 103 stations reporting total time sales of less than $25,000 that are not requi to file a breakdown of revenues and expenses.

[5] Source: Annual Financial Reports, F. C. C. Form 324, reported by licensees of 832 standard broadcast stations; one station reported no property. Does not include tangible property of ma networks and their nine key stations amounting to $13,884,631, original cost, $7,238,944, depreciation to date, and $6,645,687, depreciated cost, reported for the year 1943.

[6] Includes 16 stations, the licensees of which hold construction permits only.

[7] Includes 6 stations, the licensees of which hold construction permits only.

[8] Includes 3 stations, the licensees of which hold construction permits only.

[9] Estimates based on per capita income by states.

Prepared by the Accounting, Statistical and Tariff Department.

September 21, 1944.

Poem courtesy—Macmillan Co.

Who has seen the wind?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a "radio audience" far better than a slide rule calculation . . . a thumb-tack on a map . . . or what a time buyer reads in a data book.

The nursery rhyme goes like this:

Who has seen the wind?
Neither you nor I
But when the trees bow down their heads
The wind is passing by.

—Christina G. Rosetti

There's something about a "radio audience" that you can't pick up in your hands and examine under a microscope or with a micrometer.

It's an intangible made up of a lot of qualities. All we know for sure about our W-I-T-H audience is that it produces more results for advertisers at the lowest cost, than any other station in town. We have the facts on that!

It's not a slogan, but the truth, when we say, "W-I-T-H is the people's voice in Baltimore."

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

What EVERY WOMAN wants to hear

Romantic tales! Secrets of beauty! Stories about people like her neighbors! The timeless topic of food!

If you want women to know about your product . . . build your message around one of these eternally feminine subjects . . . grip her attention with an NBC Recorded Woman's Show born with NBC's sure touch to dramatize these subjects with vivid feminine appeal. Each expertly produced—all budget-wise because cost is shared among many non-competing advertisers throughout the country.

Modern Romances . . . true-life stories from the pages of Modern Romances . . . exciting, warmly human dramatizations women (young and not so young) find helpful, inspiring . . . in the tempo of today. Successfully sponsored by a wide variety of advertisers. 156 quarter-hour programs for 1-, 2- or 3-a-week broadcast.

Let's Take a Look in Your Mirror . . . starring Stella Unger whose helpful hints on how to be more attractive and charming . . . drawn from her personal acquaintance with the great of stage, screen and radio . . . appeal to every woman (young and not so young) . . . 156 5-minute programs—3-a-week for 52 weeks.

Betty and Bob . . . people like your neighbors but they live exciting lives . . . convincingly portrayed by an all-star cast. Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross . . . memorable theme music by Allen Roth Orchestra. Startling sales record for many products. 390 5-a-week quarter-hours.

Come and Get It . . . first recorded audience participation radio quiz mixes food, facts and fun in a recipe for sparkling entertainment. Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox whose syndicated food articles are read by millions. 78 quarter-hour 3-a-week shows—ready for release Sept. 15.

All of these NBC Recorded shows for women are ready for broadcast on any station you select . . . all include publicity and promotion aids to get your campaign off to a flying start. Write now for complete information regarding availability, audition records and rates.

National Broadcasting Co. — A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . . Sunset and Vine, Hollywood, Calif.

Comparative Schedule of the Spectrum And Recommendations for Allocations

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, and those of the Radio Technical Planning Board and others. Facsimile has been omitted inasmuch as the FCC has never allotted a definite spot on the spectrum for that service and since it has not yet come up before the allocations hearings now in progress. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 41-43 mc (educational); 43-56 mc (commercial).

Television

Present, 7 channels 50-108 mc; 11 channels 162-294 mc.
IRAC, 54-108 mc; 460-508 mc; 524-956 mc; 180-192 mc and 206-218 mc (mobile television and relay).
RTPB, 9 channels 60-114 mc; 144-156 mc; 162-228 mc; 234-246 mc; 400-1000 mc (experimental).

International Broadcast

Present, 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750-17,850 kc; 21,450-21,675 kc; 25-27 mc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,136-17,600 kc.
RTPB, same as present allocations, but adding 25,600-25,750 kc.

Broadcast Relay

Present, ranges in spectrum from 160 kc-39,820 kc.
IRAC, 156-158 mc.
RTPB, same as present allocations, adding 330-344 mc; 1210-1220 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.

IRAC, 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.

RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 28-30 mc; 56-60 mc; 114-118 mc; 224-230 mc; 448-480 mc; 940-960 mc; 1786-1920 mc; 3600-3850 mc; 7150-7700 mc.

ARRL, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,360 mc; 28,672-30,720 mc and up.

PUBLIC SERVICE
Bank's Commercials on KUTA Win Wide Acclaim

UTAH STATE National Bank, Salt Lake City, which sponsors Henry J. Taylor, Blue Network news analyst, on KUTA Monday through Friday, 10:30-10:45 p.m. (MWT) utilizes commercials to educate people to spend and save wisely and to picture the postwar economic situation. Commercials are written by Orval W. Adams, executive vice-president of the bank.

Mr. Adams said that savings accounts have increased rapidly in the last few weeks, attributing the gain to the Taylor broadcast though the bank has never solicited accounts on the program.

The bank's public service commercials have received recognition in several banking journals. There is no selling copy. Typical commercial, given three times during the program, at the beginning, middle and end, recommends maintenance of a sound financial structure in the Government and the importance to the individual of keeping Government expenses at a minimum.

The Texas Rangers

NOW BACK AGAIN
on
WIRE
Indianapolis

Selling
Groves Cold Tablets

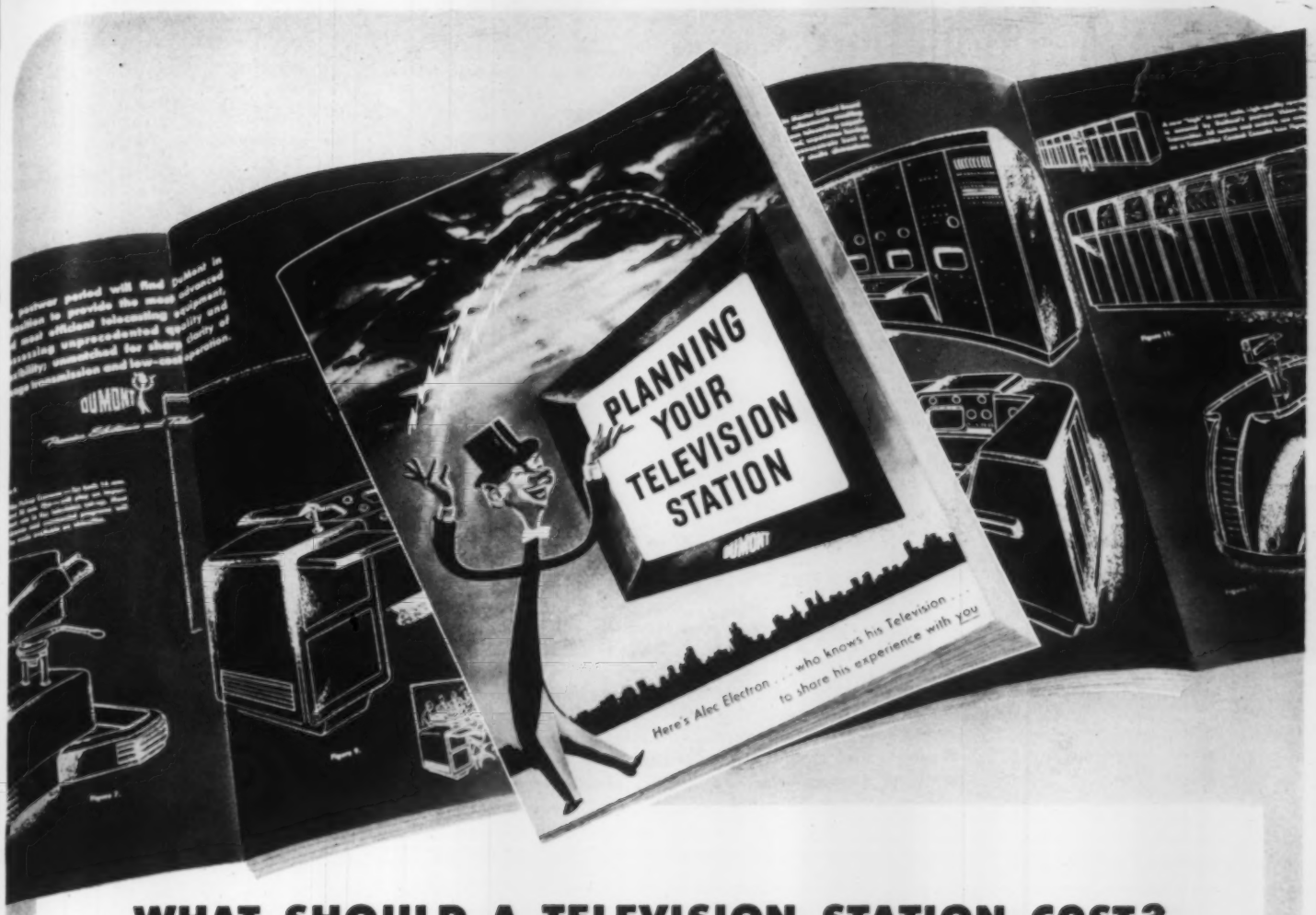
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY. New York, Boston, Chicago, Detroit San Francisco and Hollywood


PLANNING YOUR TELEVISION STATION
DUMONT
Here's Alec Electron . . . who knows his Television . . . to share his experience with you

WHAT SHOULD A TELEVISION STATION COST?

Prospective station owners are fast discovering that DuMont has *the answers on television* . . . and willingly shares its "television know how" for the advancement of this magnificent new art. Prospective station operators also are discovering that DuMont telecasting equipment is "tops" in signal transmitting efficiency and effectiveness, and leads in installation and operating economies.

Eloquent evidence of DuMont leadership is provided in the design and construction of 3 of the nation's 9 television stations in service today . . . and in the operation (for more than 3 years) of Television Station WABD, New York. Just as DuMont's development of the DuMont Cathode-ray Tube made television commercially practical, so DuMont pioneering in station design and operation has set a pattern for profitable station management.

"Planning Your Television Station" tells how to insure a low-cost telecast operation . . . outlines your equipment requirements . . . offers you a surprising arrangement for *reserving* equipment now, and for custom-building your telecasting set-up and training your personnel soon after victory. Please request this booklet on your firm letterhead.

Copyright, 1944, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Ryan Asks Sufficient Space For Radio's Postwar Needs

Adequate Facilities Indispensable to Democracy, Says NAB Head; Lauds Advertisers

J. HAROLD RYAN, president of the NAB, last week called upon the FCC to "allocate sufficient space in the ether for the development of broadcasting — aural and visual —on a competitive nationwide scale".

Mr. Ryan

Testifying before the Commission last Tuesday in its standard broadcast allocation hearings, Mr. Ryan declared that "adequate facilities for a nationwide competitive system of mass communication is indispensible to distribution in the postwar era and our greatest guarantee for the maintenance of democracy.

"Radio advertisers are part and parcel of the American system of broadcasting, which they helped to build," said the NAB president, himself a practical broadcaster. "The proper assignment of the public's frequencies into the channels of commerce so that they may be of the greatest value to the people is a most important and grave responsibility of this Commission."

Mr. Ryan told the FCC that "the broader effects your decision will have on the postwar era" must enter into the Commission's consideration of evidence in the hearings, which began Sept. 28.

"Solution of the problem of unemployment is our number one job," he asserted. "Let us bear in mind then that the bases of full employment are production, distribution and consumption."

American ability to produce, said Mr. Ryan, "has amazed the world". Tremendous needs of peoples "all over the world" will take care of consumption, he added, then stated: "If we can solve the problem of distribution, a long, lasting and healthy prosperity will be ours.

"As one of its most valuable tools, distribution uses the key of advertising and to a greater and greater extent the medium of mass communication by radio. We look with confidence to an ever increasing amount of advertising as recognition of its economic function becomes more widely understood.

"Most certainly we may also confidently expect that radio will be called upon to perform an important role in our vastly expanded national economy. The transition of our productive capacity from wartime to peacetime goods is certain to bring with it a complicated distribution problem.

"Getting the goods to more people and more people to the goods is going to require all the ingenuity which we can employ. Broadcasting should be prepared to meet this challenge with more outlets and expanded facilities."

Phenomenal Success Story

"Acceptance of broadcasting by the American people has resulted in one of the most phenomenal success stories in American history," said Mr. Ryan. "Approval of the American system of broadcasting is demonstrated by the fact that Americans have invested billions of dollars in receiving equipment. More startling is the extent of this acceptance, demonstrated by the fact that 83.7% of all urban families use their sets for an average of five hours and four minutes every day, while 88.5% of all rural families use their sets for an average of five hours and 18 minutes per day.

"It is appropriate that the Commission, in weighing the evidence for need for space in the spectrum,

(Continued on page 55)

Dengler Appointed

HERBERT F. DENGLER has been appointed engineer in charge of the Radio & Television Section, Interior Dept., replacing Henry P. Meisinger who resigned to enter the Marine Corps for special training in communications operations. He was formerly Principal Radio Technician, Army Signal Corps, monitoring officer with the FCC Radio Intelligence Division and 1st Radio Officer for the War Shipping Administration. Mr. Meisinger held the post for two years during which time he made contributions to the improvement of recording techniques used in connection with government radio operations.

DOING THINGS IN A BIG WAY

Agriculture is big business in the tri-state area of Louisiana, Texas and Arkansas. Mild climate and rich, fertile soil assure a longer growing season and a variety of crops. This contributes materially to the growing prosperity of farmers who are, today, producing record-breaking harvests of cotton and alfalfa . . . soy beans, peanuts, sweet potatoes and corn. In this market where effective buying income shows a 102% gain over 1940, alert advertisers are creating new sales through their use of powerful, 50,000-watt KWKH.

KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

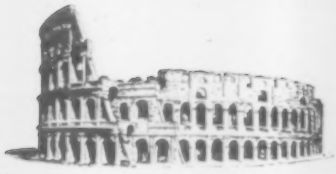
CBS ★ 50,000 WATTS

Represented by The Branham Co.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia or Joe Weed, New York City



World's Largest Auditorium

—the American Living-room!

Soldier Field, at Chicago's Burnham Park, has a seating-capacity of 200,000 people. The Los Angeles Memorial Stadium holds 117,000 people and the Memorial Coliseum, an additional 105,000. Philadelphia's Municipal Stadium accommodates 130,000 and Cleveland's Public Municipal Stadium, another 100,000. Pasadena's famed Rose Bowl holds 90,000. And so on, through a long list of public auditoriums.

But the estimated total of their seating-capacity (4,138,096) is a mere drop in the bucket compared to the capacity of America's combined living-rooms, reachable by radio. Only by radio can the President of the United States talk to more people than could possibly squeeze into all the football-fields of America combined.

Why, 18,000,000 Americans live in the primary areas of Westinghouse stations alone! Here is not only mass, but class.. class determined by the high-quality programs, both NBC and local, fed over Westinghouse stations, 19 hours a day, 7 days a week.

Through Westinghouse stations alone, you can talk to more people.. almost five times more people.. than the great, public stadiums could accommodate. Haven't you something you want very much to say about your product to the World's Largest Auditorium? Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc

WGL • KYW • KDKA • WBZ • WBZA • WOWO

No radio station in the land reaches more families with more good radio programs than **WENR**—the station that talks to one-tenth of the nation.

That fact adds up to expanding, receptive audience and that, in turn, adds up to expanding sales and profits as our roster of success stories bears witness.

Here are just a few of the stars of the Blue's constellation that keep the audience applauding and the cash register ringing:

John B. Kennedy
Mary Small Revue
Philco Summer Hour
Time Views The News
Terry & the Pirates
Jack Armstrong
Hello, Sweetheart with Nancy Martin
Drew Pearson
Walter Winchell
Quiz Kids
Basin Street
Jimmy Fidler

Life of Riley with William Bendix
Guy Lombardo in Musical Autographs
Sammy Kaye's Tangee Serenade
Spotlight Bands
Raymond Gram Swing
Famous Jury Trials
Let Yourself Go with Milton Berle
Heidt Time with Horace Heidt
Dunninger
Scramby Amby

Stop or Go with Joe E. Brown
Gang Busters
Earl Godwin
Counter Spy
Keep Up With The World
Ted Malone
Darts for Dough
Hot Copy
World of Song
Monday Morning Headlines
Happy Island with Ed Wynn

THIS IS *The Blue Network*
as given voice to
ONE-TENTH OF THE NATION...over WENR
Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

GOP Women Organize Radio Listening Groups

TURNING to radio in a year when increased home responsibilities and transportation shortages threaten curtailment of their political activities, some 5,000,000 Republican women have organized a nation-wide chain of neighborhood radio listening parties to keep non-radio families as well as their neighbors informed of Republican policies as explained by the party's spokesmen on the air, according to the Republican National Committee.

On Oct. 25 special local radio programs will be arranged to stress the women's campaign to "get an extra vote" for GOP candidates. Climax of the "Double the Vote for Dewey Day" will be rallies, neighborhood and block listening parties arranged by each of the 4,000 women's Republican clubs in 40 states to hear the Chicago address of Gov. Dewey. In addition to serving as "tune-in hostesses," the women party workers are also organized into publicity committees who not only see that local and national party broadcasts are publicized, but also telephone their neighbors of last-minute changes in radio schedules.

Want Video Sets

FOUR out of ten New Yorkers plan to purchase television sets as soon as they are available after the war, according to a survey of people with means to purchase video receivers in the city's metropolitan area, made for the Allen B. DuMont Laboratories by Buchanan & Co., New York, DuMont agency. Other survey findings were: Six out of every 10 postponing the purchase of a set say they will get one within three years after the war. Seven out of 10 said they would not put off buying a receiver showing only black-and-white pictures to wait for color. After viewing half-tone pictures corresponding to present video quality and to roughly double definition, six out of 10 said they would accept present quality rather than wait three to five years for the clearer pictures.

Albers Flour Series

ALBERS BROS. Milling Co., Seattle (flapjack flour), on Oct. 2 started for 52 weeks, sponsoring a five-weekly quarter-hour program, *Albers Homemakers' Hour*, on 7 NBC Pacific and Mountain region stations, Monday through Friday, 10:30-10:45 a.m. (PWT), with transcribed rebroadcast on KFI Los Angeles, Monday through Friday, 8:30-8:45 a.m. (PWT). Lew Lacey is m.c.-vocalist and writer of the series, with Martha Hunt, home economist. Weekly prizes vary from $1 to $25. War Bonds are awarded for program ideas. Bob Nye is producer for Foote, Cone & Belding, Hollywood, agency servicing account.

Goodman for Fox Feature

FOX FEATURE SYNDICATE, New York, has named Harry S. Goodman, radio productions, New York, to produce and distribute radio programs based on four comic-books. A series of quarter-hour transcriptions drawing from *The Blue Beetle* are being released. Programs based on *The Bouncer*, *The Green Mask* and *Rocket Kelly* are being offered as live network shows.

what makes a . . .

EXCLUSIVE

BASSO PROFUNDO of the lily-pond grand opera, the Frog is EXCLUSIVE because of its broad-jumping skill . . . and because of its Vocal Power, especially in the Spring. Short and compact of body, with large head and huge protruding eyes that never miss a moving object, this "Siren of the Ditch" is a boon to agriculture, consuming insects that are injurious to vegetation.

BIG VOICE of FM in the Kansas City Area. K-O-Z-Y is EXCLUSIVE because, during the war years, it has continued to Reach and Retain this SELECT AUDIENCE to be able to Provide a Preferential Proving Ground for Your Product . . . and KOZY's Vocal Power will immediately enjoy Extra Audience Dimensions when Victory brings FM EXPANSION. Write for RATE CARD 3.

EVERETT L. DILLARD
General Manager

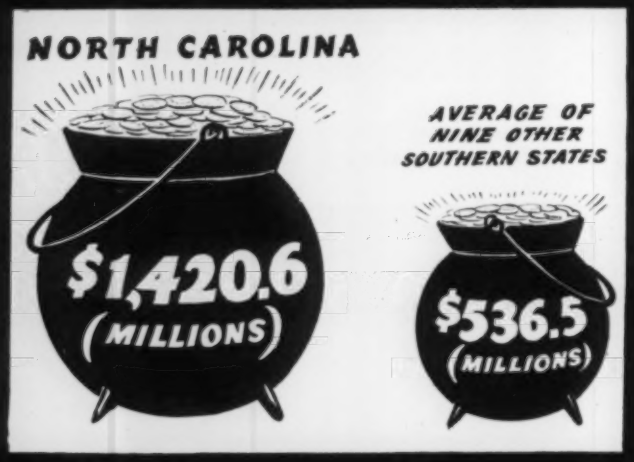
ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Stephens Meeting Stresses Future

November Conference Eyes Radio Plans for 'Tomorrow'

FUTURE PROGRAMMING, particularly as it relates to the individual station and its problems, will feature the Third Annual Radio Conference at Stephens College, Columbia, Mo., Nov. 17-19.

Under the general theme, "Radio Programming for the Home of Tomorrow," the three-day conference will emphasize women's, children's and service shows, with demonstrations of live and transcribed productions. Discussions also will center around FM, television and facsimile. Study groups, highlighted by practical demonstrations, will be conducted in addition to the general sessions, which will be built around controversial issues.

Representatives of 40 stations, three major networks, the British Broadcasting Corp., Canadian Broadcasting Corp., NAB, advertising agencies, Government branches and schools are planning to attend this year's conference. An advisory committee includes:

Doris Corwith, NBC; Willard D. Egolf, public relations director, NAB; Lt. Col. Harold W. Kent, War Dept. liaison, U. S. Office of Education; Miller McClintock, MBS president; Harry Summers, Blue Network; Dr. I. Keith Tyler, Ohio State U. and president of the Assn. for Education by Radio; Judith Waller, NBC; Allan Page, KVOO Tulsa; Chester L. Thomas, KXOK St. Louis; William L. Flanagan, KRNT Des Moines; Peggy Cave, KSD St. Louis; Dr. W. W. Charters, Stephens College; Arthur Casey, KMOX St. Louis.

Among those who have accepted invitations to participate in panel discussions are:

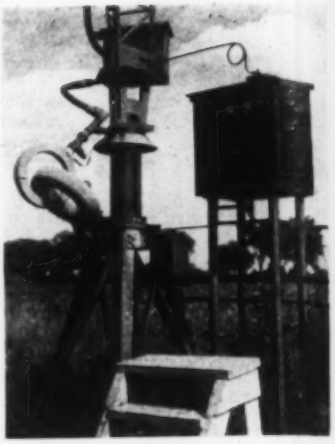
James R. Angell, NBC; Kenneth Bartlett, Dean of Extension, Syracuse U.; Ruth Chilton, WCAU Philadelphia; Stephen Fry, BBC; George Jennings, Chicago Radio Council Director, School Broadcast Conference; Dorothy Lewis, NAB; Frances Farmer Wilder, CBS; Irna Phillips, scriptwriter, Chicago; E. O. Pollock, War Food Administration; J. D. Shouse, vice-president of the Crosley Corp., general manager, WLW; Mr. Egolf; Dean Douglass, RCA; Florence Warner; CBS; Harry Summers, Blue Network; Robert B. White, Blue Network, Chicago.

World Mart Proposed

ESTABLISHMENT of a "World Mart" similar to the old Leipsig Fair, where United States manufacturers can display, explain, demonstrate and sell their produce to purchasers from all over the world, is proposed in a plan to convert the United States from the "Arsenal of Democracy" to the "Factory of the World", announced by Monroe H. Long, vice-president of The Branham Co., radio station and newspaper representative. Plan was originated by John H. Curran, Branham staff member.

WJNO Assistance

WJNO West Palm Beach received a phone call just prior to the 9 p.m. station break recently and was informed that two small girls, sisters, had been lost somewhere on the outskirts of West Palm Beach. Following a check of the call, WJNO at 9 p.m. broadcast the alarm. Within 20 minutes the station was informed that a motorist who heard the broadcast had found the children.



ODDS AND ENDS were put together to form the antenna and transmitter for CJBC Toronto, new 5 kw key station of the Canadian Broadcasting Corp., since no new parts were to be had due to well-known wartime shortages. Station went on the air with its new transmitter Sept. 1. The directional array protects CFCN Calgary and CMX Havana, which share 1010 kc.

CONTEST ANNOUNCED

New Name Sought for Library Offered by Arthur Church

CONTEST open only to those associated with advertising, radio, or musical entertainment and featuring $1000 in War Bonds as prizes has been announced by Arthur B. Church Productions of Kansas City to find a name for the library of "Midland Minstrels."

Unit is to be offered nationally under the new name and is composed of 300 selections. Neither western nor hillbilly in character, library is made up of instrumental and vocal novelties by the Minstrels, with Bonnie King as vocalist. Entries must be postmarked before midnight Oct. 31 and should be mailed to Arthur B. Church Productions, Hotel Pickwick, Kansas City 6, Mo. Winners are to be announced in November.

JOHANNES STEEL, commentator of WMCA New York, will have his book *The Future of Europe* published by Henry Holt & Co., New York, in November. ($3.)

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

$23,040,000

That's Sales Management's estimate of retail sales in Hartford for November an increase of 10.5% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO
CONNECT IN CONNECTICUT

CBS

PUBLIC SERVICE...AN OBLIGATION, A PRIVILEGE, AN OPPORTUNITY

He's one of the regular clients on this important Weekly Program *
VETERAN'S JOBS
PROGRAM..."This is My Country"
BROADCAST TIME...9:45-10 P.M. Saturdays
CLIENT...G. I. Joe
PRODUCT...Public Service
PROGRAM DATA...Dramatization of problems affecting returning veterans. Cover employment, rehabilitation, morale building, etc. Use full orchestra, cast and complete writing staff.
L. A. BIRTHDAY
HOLLYWOOD CANTEEN
POST-WAR BLDG.
PUB. SCH. MUSIC WK.
L.A. RED CROSS
WAR MAN-POWER

It takes a lot of time, brains and hard dollars to thoroughly fulfill the civic obligations which radio owes to the community it serves. But KFI has found this altruistic policy a sound investment in listener loyalty.

This is why KFI applies the highest character of showmanship, writing, casting and production to each of its many public service programs.

Purposeful local programming, plus top-ranking NBC shows accounts for KFI's dominant position in the Los Angeles market.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

*

"THIS IS MY COUNTRY"

This weekly KFI Public Service program is dedicated to local activities which are contributing to victory and setting the stage for better living when peace comes. Each program dramatically presents some phase of civic life which vitally affects the welfare of Los Angeles.

The following titles of recent broadcasts of "This is My Country" offer some description of the subjects covered:

Rehabilitation of Returning War Veterans
Hollywood Guild Canteen
War Man-Power
Public Schools Music Week
Birthday of City of Los Angeles
Post-war Building Projects
Neighborhood Music Schools
Post-war Industrial Planning
Los Angeles Red Cross

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

The "Voice" that has captured New England

Connie Stackpole

Director of the

New England Cupboard

Participations now available over five stations of The Yankee Network:

WNAC, Boston **WAAB, Worcester** **WEAN, Providence**
WTHT, Hartford **WCOU, Lewiston**

Time: 11:15 A.M. Tuesdays and Thursdays

Cost: $105.00 per broadcast, subject to discounts and agency commission.

For details of the fastest growing women's show in New England — conducted by the smiling "voice",

WRITE TO

Connie Stackpole, DIRECTOR

THE NEW ENGLAND CUPBOARD

448 Statler Bldg., Boston 16, Mass., Tel. HANcock 4460

Radiomen Are Now Ambulance Drivers, Ex-UP Writer Reports From Overseas

By FRED WACKERNAGEL JR.
Volunteer Ambulance Driver, American Field Service

WITH the British Forces in Italy, ——— (Delayed)—At least half a dozen of radio's newswriting, acting and producing men are making their contribution to the war as volunteer ambulance drivers for the British Army. Members of the American Field Service, they have been stationed with the English in Syria, North Africa and Italy.

Lt. Richard E. Ritter of AFS HQ was in NBC's production department, New York, before joining the Field Service about two years ago.

Leo E. Hillery, of Boonton, N. J., has appeared in dozens of radio plays and serials as a character actor. He took part in an Ibsen series, over Manhattan's WQXR, with Margaret Wycherley. For WABC and Columbia he was in *Suffer Little Children*, with Burgess Meredith and Katharine Hepburn; the show emanated from Washington. He also has been in *The Goldbergs, Elery Queen, John's Other Wife* and *Lights Out.*

Newswriters

On the newswriting side have been Charles B. Squire, with CBS in New York, and Fred Wackernagel Jr., with United Press Radio in Washington and Press Association (Associated Press radio department) in New York. Joseph E. Fromm rose to acting bureau chief for Press Association at Chicago, before joining the radio newswriting staff of *The Chicago Sun.*

En route to the Middle East as volunteer ambulance drivers, Squire and Wackernagel wrote a radio interview for their unit leader, who had been a dynamiter in civilian life; the interview was broadcast as a feature of the Durban (South Africa) Broadcasting Corporation. An unexpected (i.e., military secret) sailing date prevented the broadcasting of their radio dramatization of American Field Service history and incidents, but Squire later rewrote it for presentation by the Egyptian State Broadcasting System, from Cairo.

Incidentally, a former AFS man then, and now, with ESBS is Lt. William A. Pfeiler, of Sheboygan, Wis. His commission is from the British and was earned by passing through OCTU, the British Army's Officer Candidates' Training Unit.

Warren G. Fuller was with WDWS Champaign-Urbana, Ill., while a student at the University of Illinois. He served in Syria and North Africa with the British and now is training with the reactivated AFS French unit.

FRED WACKERNAGEL JR., Volunteer, American Field Service.

Dutch Made Sets

DUTCH workers in the Phillips electrical plant at Eindhoven in the Netherlands "mass produced" clandestine radio sets during the German occupation, according to a recent British broadcast. Sets were made in small cracker boxes with parts workers took from the factory when the Nazis weren't looking. The Germans long ago "confiscated all wireless sets belonging to the people", the broadcast said, "but it was a futile thing to do in a city where almost every other man is a radio engineer."

BBC Denies Study

DENIAL has been made by the BBC that investigations into the reaction to sponsored programs have been made in London. BBC previously had been reported testing public opinion by a cross section inquiry as to whether sponsored programs would be welcomed. Resumption of commercial broadcasting, with British money, from Normandy, Luxembourg, and Eire might force the hand of the British authorities to establish some such internal services, it is believed.

JOHN D. KEATING, former Pacific Northwest radio station representative, who was inducted into the Army in July 1943 and subsequently was commissioned a second lieutenant after completing OCS training, has been promoted to first lieutenant. He is assigned to the Army Air Forces Air Communications headquarters in Washington.

Colombia Forms Overall Communications Agency

A RECENT executive decree of the Colombian Government, proposing the establishment of a new government-owned radio communications company, the Empresa Nacional de Radiocommunicaciones, would place under government ownership not only all telephone and radiotelegraph services but broadcasting.

The company will operate under supervision of the Ministry of Posts and Telegraphs. The reason for the government ownership plan is that the government should at all times retain a "direct control and intervention over these services in order to guarantee public security and order."

24 Hours a Day!

WOL WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

Tips for Radio War Correspondents

Go Prepared, But Buy Uniform Abroad, Says Baylor

By DAVID M. BAYLOR
Program Director, WGAR Cleveland
War Correspondent, ETO

IF YOU, Mr. Independent Station Manager, are planning to send a correspondent to the European Theatre of Operations to represent your station, or independent group of stations, perhaps you will be interested in this collection of facts. They may be of some help in getting your correspondent started, and getting his program material back to your station with a minimum of delay.

Not being experienced in network or newspaper war coverage I'm not prepared to put down here a list of general do's and don't's for war correspondents. So let us be concerned with only the problems of local station representatives.

Only recently have accreditations been opened to permit 12 correspondents from individual stations in the European Theatre of Operations, at one time, and for a period of 90 days. It is an excellent plan, and one which offers independent stations an opportunity to do a type of job for their own communities which adds to the public service they are able to render, and to their prestige as well.

Thus, those of us who are in the first group of 12 such representatives have encountered some difficulties which would not be problems to either an independent newspaper correspondent or a network broadcaster. We have been guinea pigs, so to speak, for those of our fellow independent correspondents to follow.

In the case of a network correspondent, there is available to him the vast facilities of his company with which to operate. He needn't worry about how his program material is going to get back to the States. That is already taken care of for him. His only problem therefore, is to go out, get his story, write it, get it through the proper censorship channels, and get it on the air.

The correspondent representing an individual newspaper has the facilities of commercial cable companies, many of which are in operation, both in the United Kingdom, and in the Normandy battle areas. His story can be written in the back seat of a jeep, on a tank turret, or in the woodshed of a

MR. BAYLOR

French farm; then it can be sent by courier to the nearest cable station for cabling back to his paper.

But with the individual station correspondent, he must have studio facilities, shortwave facilities, and must be there in person to report his story on channels which he has had to arrange himself, without the help of a cable office, or facilities of network operation.

BBC Cooperative

Of course the individual station correspondent has some advantages over his fellow reporters in that he is, in most cases, not interested in spot news coverage, only in features and human interest. Therefore delay between the date of the occurrence of the story he is reporting and the date his story, reaches the air, is not too important.

He has a choice of facilities open to him. First of all, the British Broadcasting Corp. has been exceedingly cooperative, and is anxious to give service wherever possible. But BBC facilities are crowded, since it operates one of the most complex and widespread broadcasting businesses in the world. Then, there are commercial recording studios available for use, at reasonable cost, where interviews, feature stories and other types of broadcasts can be tran-

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

GREENSBORO, N. C.

Represented by Hollingberry

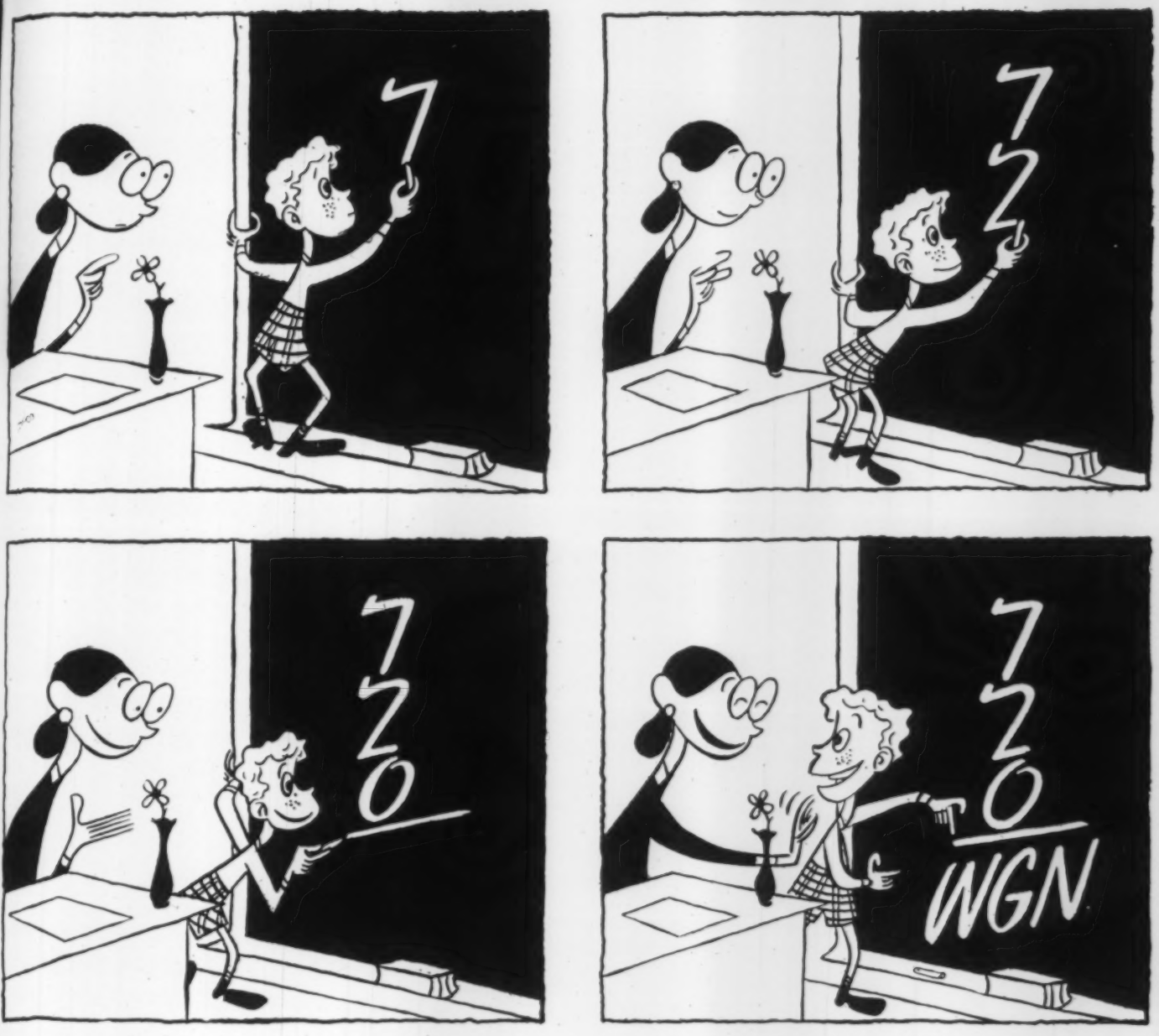
YOUR MARKETS ARE MOVING *South!*

We sell the new Savannah Seaboard Market—at the *lowest per-person cost of any medium.*

NBC

WSAV
SAVANNAH

GEORGE P. HOLLINGBERY CO.



Little Edgar says: "It always adds up to WGN being the right answer all over the Middlewest"

No wonder WGN carries more retail, local and national spot business than any other major Chicago station

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

scribed and shipped back to your station by air. Next there's GPO, the British Government Post Office which controls overseas commercial wireless facilities, on which transmitting time can be purchased. But great demands are made upon this facility also.

Preparation Essential

Mobile recording facilities are limited. If your correspondent can avail himself of some sort of recording equipment, which he can bring with him, he would be wise. Of course this is only possible if he comes by boat, for the weight of such equipment would preclude his travel by air. Mobile recording facilities available for use through Army channels are few—too few for the demands made upon them. Even though they make every effort to help correspondents, they have to apportion out what is available in order that every station, newspaper, network and news service gets an equal break.

Therefore, your correspondent should come prepared to seek the best facilities available for the type of job he wants to do. Any preparations or arrangements which he can make before he reaches the European Theatre of Operations will be of considerable help to him, and will cut down the time interval between his arrival and the first program material he is able to send back.

Your correspondent also should be prepared to undergo a certain amount of regimentation. The regulations for War Correspondents are laid down for a specific purpose. They are not unreasonable, and he will have considerable freedom of movement. The regulations are developed from long experience, and with an eye to allowing the best possible reporting of the war, within the limits of security and military welfare. He must remember that the prosecution of the war is the first consideration of our Army. The welfare of correspondents is purely secondary.

He shouldn't expect to go into battle with American troops within a week after his arrival. There's a pretty big war going on in France, and there isn't room or time for too many correspondents. He will have to wait his turn, for only a limited number of men can be present at the front until more territory is occupied. He will have to spend quite a bit of time in England before he is permitted to go to France.

Don't expect him to have his first program on the air back home within two days after his arrival. He's got a lot of work to do before he can settle down to the business of broadcasting. He must take care of his various accreditations, get his uniforms, be briefed in the operation of Army Public Relations, get his field equipment issued, make arrangements for his facilities, and perform a thousand and one other operations before he can really get down to business.

If he wants to interview a number of men from his area, which he will surely want to do, make certain that he has the Army Post Office numbers of every man he wants to see. The Army can do and is doing a fine job of locating people, but they must know at least the APO. If you just ask for John Smith, remember that there are almost 11 million men in our armed services.

With regard to the expense of his trip, you won't get out of it cheaply. For assurance of that, I refer you to the WGAR auditing department. It costs money to live in England. A pound note, which is roughly equivalent to $4 in American money, is spent almost as quickly as a dollar bill. So be prepared to pay through the nose for the public service and prestige that you will derive from having your own correspondent in the European Theatre of Operations.

Uniforms Cheaper Abroad

Don't let your representative get carried away by the glamour of being a War Correspondent, because it's a lot of work, and anyone who is engaged in it is on a continuous tension. It isn't routine, it isn't cut and dried. It is exciting in a manner of speaking, and it is a wonderful experience.

Then there are a few incidentals. Be sure that your correspondent has a good portable typewriter, with a sturdy case. Typewriters in England are very expensive, when you can get them, which is very infrequent. Don't let him buy uniforms before he comes. He will wear the regular Army officers uniform without insignia of rank or unit, but what he needs can be purchased at Army Sales stores in England much more reasonably than in the States. If he wants a radio set, he'd better bring it with him, because he won't get one in England.

If you pick your correspondent carefully, if he is honestly imbued with the desire to do a good job, if he is willing to work all hours of the day and night, and live sometimes under the most difficult conditions, then you would be wise to send him along. Right now it's a pretty good war, and fortunately we are on the winning side. It's the greatest news story of this century and your station will be missing something if it isn't in on it.

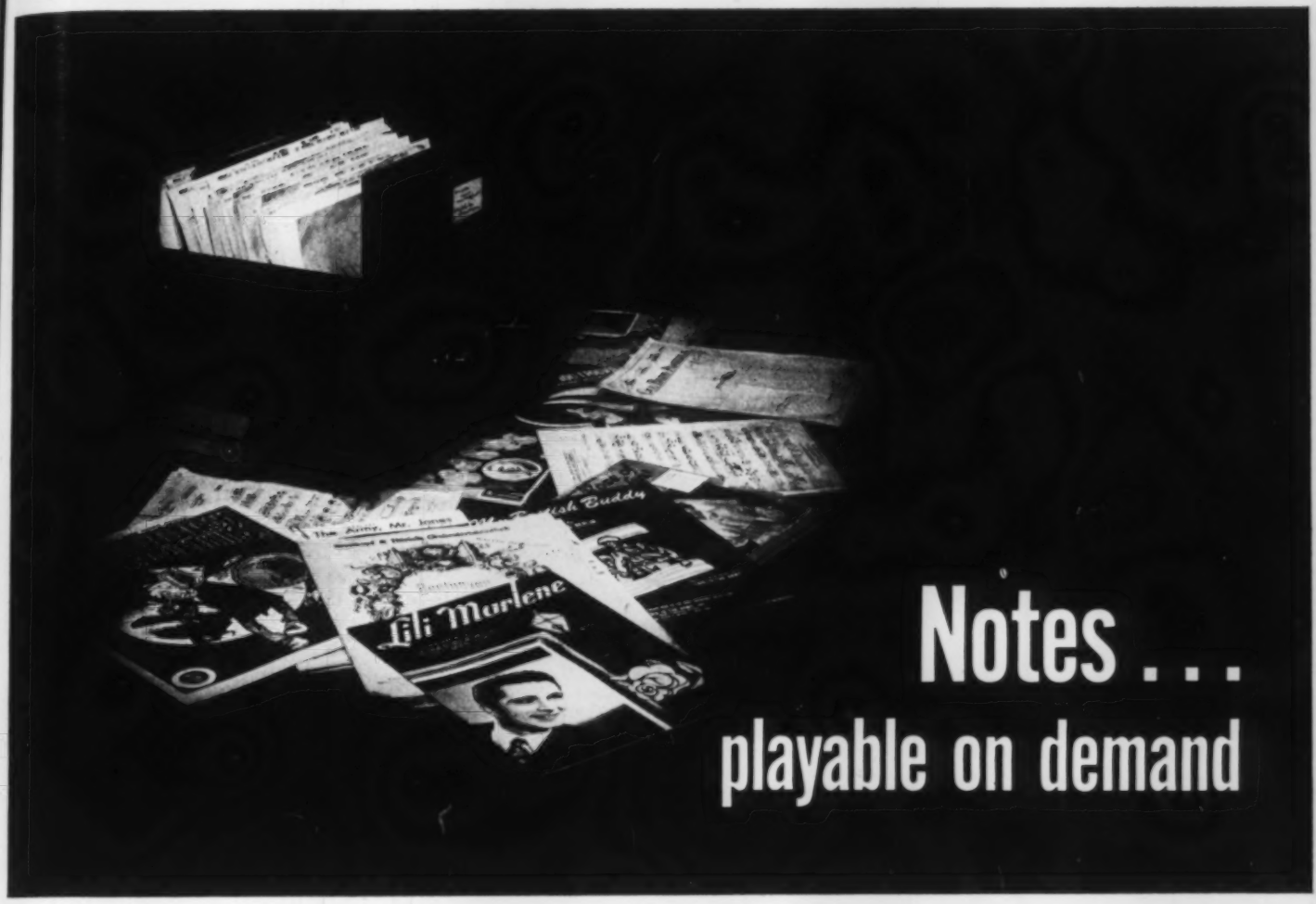
To Announce Awards

NATIONAL Conference of Christians & Jews will announce the week of Feb. 18 the winners of its annual awards to radio for promoting better understanding among American religious and racial groups. All networks, radio stations and agencies have been invited to submit entries.

WORLD'S TOUGHEST SALES JOB
Successfully Accomplished by WIBW
KANSAS FARM LABOR OFFICE
FARM BUREAU OFFICE
GREAT BEND, KANSAS
July 27, 1944.
Miss Kathryn Young,
Radio Station WIBW,
Topeka, Kansas.
Dear Madam:
With the Kansas wheat harvest almost completed I am closing the Kansas Farm Labor Office at Great Bend in order to return to my regular employer, the United States Employment Service of the War Manpower Commission, at Topeka, Kansas. Before leaving, however, I wish to extend to you my sincere thanks for the cooperation afforded me by you and your radio station.
At the start of the Kansas wheat harvest we were short of men and I appealed to you for assistance in securing such men. Your immediate and complete cooperation is greatly appreciated. Since that time I have talked to many of the harvest workers following the wheat harvest and have found that a large per cent of them were induced to come to the Kansas wheat harvest by reason of hearing spot announcements over the radio.
I can truthfully say therefore, that you and your radio station have played a very important part in saving the wheat harvest in Kansas.
Please accept my sincere thanks and best wishes.
Very truly yours,
Harold B. Lewis
Harold B. Lewis
Ass't. Farm Labor Supervisor.
HBL/C

There's nothing in the world tougher to sell than backbreaking HARD WORK. But WIBW SOLD WORK and saved one of the largest, most profitable wheat crops on record. We can sell *your* product to these same able-to-buy listeners just as easily.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



Notes . . .
playable on demand

No matter what's needed in song or symphony, it's on tap at NBC—ready and available for immediate playing.

For NBC operates the world's largest and finest working musical library—made up of well over half a million titles representing every musical era from jungle rhythm and folk chants to the popular tunes to be released next week.

They're all here—indexed, cross-indexed, catalogued in every conceivable way—even in ways which enable singers and conductors to find a song or score after they have forgotten the title. This stockpile of melody, which the National Broadcasting Company has been accumulating for nearly 15 years, is growing daily—as fast as new tunes roll off printing presses, almost as fast as composers can write them.

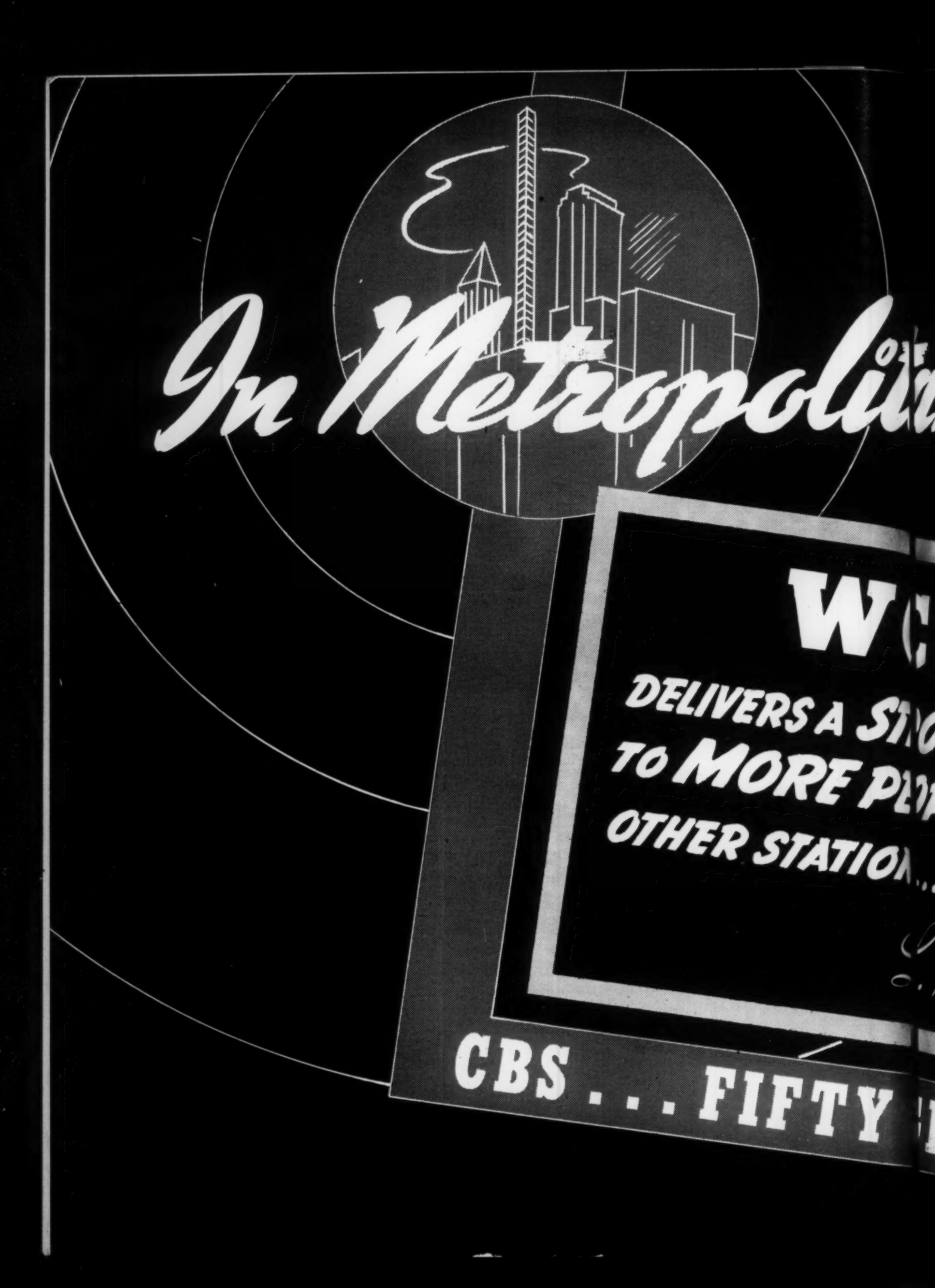
* * *

This is another illustration of the manner in which NBC does a thorough job in every field of radio . . . of how NBC goes the limit to help build better broadcasting. The grand total of many things . . . large and small . . . done well helps give NBC its leadership, helps assure NBC's position as *"The Network Most People Listen to Most."*

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network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TRONGER SIGNAL
OPLE THAN ANY
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C. B. Wilson
RAND IN WATTS

Editorial

Still Jilted

CONSIDER the plight of the broadcaster in this election year. He's wrong if he carries a particular partisan speaker (or news commentator). He's wrong if he doesn't. He's being watched by the CIO Political Action Committee lest someone orate about labor. He must watch the "sponsor identity" of every commercial.

When the broadcaster isn't busy on the mike-side of politics, he considers his basic problem. What about radio regulation? Where will he stand if Roosevelt wins again? And where will he stand if Dewey wins.

The Republican Party adopted a forthright "free radio" plank. Dewey backed it up in an interview with this journal last month calling for changes in the law, on the FCC and in administration. He regards radio and the press on equal footing.

The Democratic Party didn't even deign to mention radio in its platform. In this issue we publish a letter from Presidential Secretary Early asserting that the President feels that radio, to be effective in a democracy, must be free "of all arbitrary restrictions whether governmental or private". Mr. Early says the President leaves to Congress the question of changes in the law.

The White House letter, in some degree, may be reassuring. But it certainly doesn't answer the questions that have welled up in the minds of broadcasters, whatever their political leanings or party fealty.

It is true that radio has developed and prospered during the last dozen years of the New Deal. That has been so since commercial radio began in 1920; each year has shown improvement in audience, listener favor, program quality, and, consequently (except for the depression year of 1933) in revenue.

The broadcaster is faced with many problems, not the least of which are economic. Should he invest in FM and television and facsimile? If he does, what will be the policy on "duopoly"—that is, will the administration then in office regard operation of an AM and FM or television station in the same market as a violation of the duopoly rule?

These questions haven't been ansered by the New Deal FCC. The FCC has opposed any change in the law. That opposition must be regarded as Administration opposition.

Radio isn't going to campaign for either candidate. It is argued that certain political commentators are taking sides, and the Republicans complain there are more of them plumping for the New Deal than against. However the election goes, we'll hear more about that. The House Select Committee to Investigate the FCC is going into the commentator phase, though we can't fathom how that affects the FCC.

It really doesn't matter what the individual broadcaster may think. If the entire broadcast vote went one way, it probably wouldn't affect a ringle vote in electoral college.

The regrettable thing is that the New Deal hasn't given to broadcasters the assurance of an unfettered radio and won't tell broadcasters that they can invest with confidence in these new services that will broaden radio's horizons. The Republicans have.

This means radio must be prepared to convince the next Congress, by fact and deed, that a new law should be written giving radio the freedom allowed all other media for dissemination of intelligence. That new law must caulk the openings in the present statute through which the FCC has essayed to control practically everything in radio, from the sales contract to the receiving set.

Not by Default

INERTIA, unwillingness to get out in front, or preoccupation with other matters, have cost radio many an important loss in the struggle against excessive regulation. The most recent loss, largely by default, was that proposing relaxation of the transcription identification requirement to permit announcement at one-hour intervals. Only a half-dozen statements were filed, so the FCC, by a split vote, forgot the whole thing.

The FCC now has proposed another order, dealing with sponsor identity. The proposed rule would require announcement at the beginning and end of each program (except those of five minutes or less) of the "true identity" of the person or persons sponsoring the program. But it goes far beyond the accepted meaning of sponsorship. The mere furnishing of script or transcription or talent for a program for which the time is donated (ordinarily sustaining) pegs the program as one requiring sponsor identification under the proposed rule.

The proposed rule, in conformity with Section 317 of the law, has its good points. It will provide for station protection against organizations which want to get across their philosophies on the air but remain anonymous. That goes for so-called "Citizens Committees" espousing political causes, and organizations representing management which function through associations or panels.

The FCC has set oral arguments for Nov. 10—after the national elections are history. That will or should eliminate the political campaigning aspect. Briefs and requests for oral argument must be filed by Nov. 1. These arguments can cover reasons why the rule should not be adopted in its proposed form, or not adopted at all.

The subject is too important to slough off without thorough analysis and explanation. Will it be enough to say the *First National Bank* sponsors the *Melody Hour?* Or must the announcement say that the bank is a subsidiary? Will a Government transcription constitute sponsorship? What about script purchased from a syndicate, but used sustaining? "Valuable consideration" as used in the proposed rule is a very broad phrase. Keep in mind the ground that has been covered through the device: "Public interest, convenience and/or necessity."

We think there should be appearances filed for the hearings, not only by the NAB, but by other representative groups in radio—networks and stations so minded. The Assn. of National Advertisers, and the American Assn. of Advertising Agencies have definite stakes. Let's get all the facts.

The rule may turn out fine. But the language, to us, appears too broad, without clarification. This one shouldn't go by default.

Our Respects To —

JOHN FRANK JARMAN JR.

TO THOSE in the radio industry and to his fellow citizens, John Frank Jarman Jr. is general manager of WDNC, CBS outlet in Durham, N. C., president of the North Carolina Assn. of Broadcasters, past president of the Durham Junior Chamber of Commerce, Presbyterian deacon, national director of Co-Operative Clubs International, and pillar of a half-dozen other civic and business organizations.

But to 15,000 children within the coverage of WDNC, he is "Santa Claus".

Even Frank's five-year-old Joan Frances and three-year-old Judith Marion don't know that the Santa Claus they hear over the radio each Christmas is their own daddy.

This Santa Claus role which Frank has played for nine years is typical of his theory on station management and helps explain why WDNC is considered by the folks in the Durham area as "their own station".

Jarman says, "Our 250 w operation policy is based upon the belief that personality and close attention to local listener interest is the straight way to a market's ear and heart. Mix this local tieup with a good schedule of network programs and you build a loyal audience."

Mr. Jarman was born in the North Carolina port city, Wilmington, Aug. 11, 1907. After attending Davidson College he transferred at the end of his freshman year to North Carolina State College, from which he was graduated in Architectural Engineering with the class of 1929.

He switched to commercial art following graduation and spent the next two years studying at the National School of Fine & Applied Arts, Washington, D. C., and at the Art Institute.

In New York in 1932 and 1933 he freelanced in commercial art and cartooning.

While on a vacation in Wilmington in 1933 the post of program director of WRAM was offered to him and he accepted.

The station moved to Durham in 1934 and became WDNC. Jarman moved with it as commercial manager. In 1935 he was stepped up to general manager. WDNC is owned by the *Durham Herald-Sun* newspapers.

He married Frances Moss in 1939. Before her marriage Mrs. Jarman was active in commercial art but, like her husband, she switched to radio and for six years has conducted a sponsored weekly fashion program.

His career has been the opposite of the usual success-story of a manager guiding a small station into a big one. Rather it has been the unique accomplishment of building a large audience around a small station.

IT'S EASIER TO GET UP in Milwaukee

A smart showman once said, "Make it sound instead of sensational."

Perhaps that is why "Top of the Morning," popular WTMJ 6 to 8:30 a. m. participating show, has an average of 56% of Milwaukee's morning radio audience! It's easier to get up in the morning, thanks to WTMJ.

The format is free and easy. Popular music is blended with news reports, weather reports, time signals and Gordon Thomas' smooth line of patter.

The handling is what gives the show its punch and appeal. News is keyed to the morning audiences. The WTMJ newsroom opens its doors at 5 in the morning to start the analysis of the night's events. News reports are well written and frequent.

Music is suited to Wisconsin tastes. Comments are lively and keyed to local appeals and interests.

Local and national advertisers keep the spot announcements and five-minute news broadcasts at a premium. There are, however, a limited number of availabilities at the time of writing.

Contact Petry. Learn how you can hit and hit hard in Milwaukee by using WTMJ.

THE MILWAUKEE JOURNAL STATION

Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.

NBC BASIC STATION

WFIL

1150 KC

Wilmington, Delaware

5000 WATTS DAY & NIGHT

REPRESENTED BY

RAYMER

Merchandising & Promotion

Listener Promotion—KGVO Brochure—FM Film
Cumberland Market—News Service

Listener Promotion

INTENSIVE CAMPAIGN for out-of-town listening has been launched by WFIL Philadelphia with a series of newspaper ads, 600 lines per week, in each paper in Chester, Norristown, Bristol, Doylestown, Pa., and Wilmington, Del. Inside card showings are scheduled for Wilmington transportation facilities. Other WFIL promotion includes billboard postings, public window displays, direct mail projects, store displays and dealer-distributor tie-ups for both program and spot accounts.

* * *

KGVO Brochure

LATEST promotion brochure, in booklet form, of KGVO Missoula, Mont., is "Testimony to a Market and a Medium", outlining KGVO service to Missoula and nine surrounding counties. Frontispiece is a photographic layout showing the staff members at their various duties, studios and transmitter. Copy consists of coverage maps of the KGVO area, graphs and charts together with explanatory material pointing out that Missoula is the heart of an agricultural, industrial and transportation center.

WMBG Window Stopper

TO PROMOTE the NBC *Parade of Stars*, as well as feature news on WMBG, the Richmond station has set up a news teletypewriter in the window of Miller & Rhoad's, Richmond department store, with a large map of Europe in the background. The teletype is close enough to the window for passersby to read the news, and daily at 2:45 p.m. a news broadcast is originated from the window, the announcer showing the movements of troops with crayon on the map.

* * *

FM Film

TO ACQUAINT the public with the operation of FM, Yankee Network has arranged to show the film, "The Story of FM". The special movie, for which no tickets are required, is shown thrice-daily at the Yankee Network studios in Boston. After the showing, guests are guided through the studios.

* * *

WEEI Folder

WEEI Boston is distributing a folder titled "They're making a fortune with Fortescue", tying in with renewal by a New England furniture store of Priscilla Fortescue's program *Good Morning Ladies*.

LARGEST SINGLE radio contract ever negotiated by a Washington jeweler was signed recently by Leon Tashof, manager, (center) New York Jewelry Co., Washington, D. C., with WWDC. Assisting in the agreement were Alexander Charles (l), account executive, Kal Ad Agency; and Ben Strouse (r), commercial manager for WWDC.

'Election' Brochure

CAPITALIZING on 1944 as an election year, Keystone Broadcasting System has issued its latest promotion brochure in the form of an election tabulation. Done in red, front cover is a montage effect of a convention hall, with the copy: "Elected! Local favorites in the Hooper Poll." Topics inside the booklet are headed: "The Nominees Are Chosen", "Returns Start Rolling In", "More Districts Heard From", "A Landslide", "Scattered Returns", and "Election Summary".

* * *

Cumberland Market

STYLIZED picture of Cumberland forms the cover of a WTBO promotion folder showing results of a Hooper survey. Opposite the survey figures is a write-up of what being an NBC affiliate means for WTBO, station's acceptance by advertisers and news service. Back page carries a discussion of the Cumberland market and a note to the advertiser. Clipping from *Cumberland News* showing potentialities of the city is inserted in folder.

* * *

News Service

SUMMARY of on-the-spot news coverage, using the Chicago political conventions as examples, has been prepared by KRNT Des Moines in illustrated folder form and headed "KRNT listeners hear the news in the making". Daily news schedule and newscasters are also listed.

HOME TOWN NEWS

WIOD eagerly takes every opportunity to serve South Florida . . . intelligently — faithfully!

WIOD (exclusive) Miami Forum's views and discussions of Miami's present and postwar problems by community officials and plain John citizens!

WIOD broadcast on Labor Day the only behind-the-scenes radio tour of mammoth Miami Air Depot!

WIOD with the Miami Daily News, has raised over $6,000 to date for the purchase of long distance phone calls by hospitalized war heroes!

5000 Watts • 610 KC
NBC

National Representatives
GEORGE P HOLLINGBERY CO.

Southeast Representative
HARRY E CUMMINGS

* * *

James M. LeGate
General Manager

WIOD MIAMI

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

The infectious gaiety of Homer Welch, KGW program director and emcee for the bond shows, and the folksy tunes of the two young Southern Troubadours, Mannie White and Fred Ross, (below at left) are two of the KGW reasons for the enthusiastic bond-buying of shipyard audiences. Portland's war industries exceeded their Fifth War Bond quota by fifty percent.

WILBUR M. CARL
DIRECTOR METROPOLITAN DISTRICT, OREGON WAR FINANCE COMMITTEE

SAYS... "The many entertaining war bond shows put on by KGW in Portland shipyards and in the outside counties in the Metropolitan district really spearheaded the Fifth War Loan drive. In Hood River, for instance, after the fine KGW show at the Victory Center there, the bond staff pledged in new enthusiasm to double the original quota. And it was done! The cooperation of the KGW staff is highly prized by the War Finance Committee, for KGW's public service is always on the beam —and gets results."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

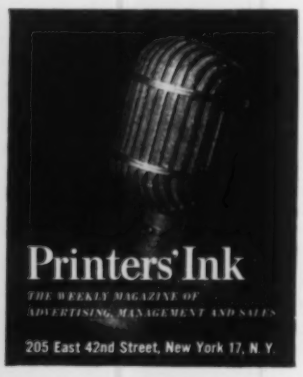
WE RESIST the temptation to scream "Hen-ree" just to introduce Dickie Jones and Jackie Kelk (l. to r.), better known as Henry Aldrich and Homer Brown. For the record it might be noted that the boys are doing some "homework," but their usual shenanigans finally drove General Foods' Aldrich family to drink. Fortunately, their taste runs to Postum, a popular beverage that also satisfies their large and appreciative radio audience.

IN 1895 Charles William Post started the advertising that made Postum America's No. 1 coffee substitute. We wonder what he would say if he could see how General Foods has made Postum "one of America's great mealtime drinks" by selling this rich beverage for its distinctive flavor, mentioning only occasionally that "coffee makes some people nervous . . . even though others can drink it without ill effects." These ads from the pages of Printers' Ink show how he used to say it.

PART OF today's Postum effort is carried to millions via The Aldrich Family. Mary Rolfe is "Mary," Kay Raht is "Mrs. Aldrich," Dick Jones is "Henry," and House Jameson is "Mr. Aldrich." Clifford Goldsmith, whose glib pen and changing pace keeps the Aldriches in or out of trouble, has nothing on the men at General Foods, for here is a versatile management that completely revamped both sales approach and advertising technique, not once, but many times over the years. Like the editors of Printers' Ink, they found that advertising geared to the need of the times will do a more productive job.

Among the many Printers' Ink subscribers are 15 from General Foods and 22 from Young & Rubicam, agency for Postum.

SINCE 1888 Printers' Ink has been delivering the "know how" and "know why" of changing advertising and marketing practices. This detailing of the background of all important ideas has helped in the development of a complete understanding by the reader, has helped him adapt the changing practices to his own need. Because of its editorial vitality, more than 15,000 important advertising-minded people find Printers' Ink a sound source of business inspiration every week. To reach these advertisers and prospects best, most media promotion men **buy P. I. first.**



Film Talent Video Rights Considered at SAG Meet

WITH an eye to protecting future rights in the television field, many top Hollywood film players are reportedly reviewing their contracts following address by Walter Abel, vice-president of Screen Actors Guild, to organization membership meeting. Demand that talent should profit additionally when a motion picture is sold for television release was voiced by Mr. Abel, who also is a member of SAG committee which has been exploring television with other AAAA unions.

As precedents Mr. Abel pointed to writers now reserving television rights to scripts when sold, and to the Screen Cartoonists Guild request for 20 per cent of the gross from re-issues and pictures sold for television release.

Predicting that television may result in a revolution in film making, Mr. Abel said that since film is the quickest and easiest method of providing entertainment, producers of radio broadcasting have said that if motion picture producers do not provide film for telecasting, telecasters would make their own.

Mexicans See GE Video

TELEVISION will bridge barriers of language and thus contribute mightily to the growing friendship between the peoples of North and South America, according to Dr. E. F. W. Alexanderson, General Electric consulting engineer, who spoke last week before a delegation of Mexican government officials at Schenectady to witness a television performance at WRGB. "Here in Schenectady," Dr. Alexanderson said, "we look upon television not just as local entertainment, but as a new medium of communication, which will eventually extend over the continent and the two continents of North and South America."

Hamilton Plans

HAMILTON RADIO Corp., New York, which recently appointed Butler Adv., New York, to handle advertising, has organized "Olympic Radio & Television" as a separate operating division, in which will be concentrated all the marketing, advertising and sales promotion activities for the firm's "Olympic" line of radio and radio-phonograph combinations and television sets. Move involves no change in ownership or management.

ON THE BEAM
AAF Pilots Fly the 'Hump' Guided by Music

ON THE AIR in the air above India is the music from these transcriptions used as a radio beam for pilots in the area. Capt. Hulbert Bray, Special Service Officer of the Tenth Air Force (left), awaits the signal from Cpl. W. T. Garvey, the station's first announcer.

FLYING the "Hump" and Ledo Pass into an airbase at Assam, AAF pilots hear popular songs instead of the dot-dash of the radio beam guide. During the day, Tenth Air Force and Air Transport Command pilots fly by the regular radio signals but at night transcriptions of programs broadcast in the U. S. serve as the beam.

The station is in a screened-in basha located near the runway and is equipped with the most modern instruments. A small generator 150 yards away operates the turntables and the studio lights. Idea was worked out by Capt. Hulbert E. Bray, Special Services officer of the 10th Air Force.

Commentator Topics

WITH approach of the election, Radio Reports Inc., New York, found that politics received "comparatively little attention—about 18% of the total", according to an analysis of time devoted to various topics by 12 network commentators on 440 programs for the seven-day period ending Sept. 21. A breakdown shows that the 12 commentators devoted 26.5 of their time to national affairs; 31.6 to world affairs, 35.6 to the war in Europe and Asia, and 6.3 to miscellaneous comment.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

BLUE
For Outstanding Audience Promotion on Blue Network Programs,
This Award Is Made To
WIZE
Presented by the Blue Network and Based on a Poll
of Advertising Agency Account Executives
Dated the 15th day
of August, Nineteen
Hundred and Forty Four
at Radio City, New York

Not the *BIGGEST* station . . .
but one of the *BEST!*

. . . and you don't have to take our word for it. The Blue Network Promotion Award is based on a poll of Advertising Agency Account executives. Seriously we appreciate this award and intend to redouble our efforts to make WIZE a still better station for the listeners and the advertiser in 1945.

Just remember, to cover and sell the Springfield, Ohio market, you need WIZE. No other medium or outside station can do this for you.

WEED & CO. . . . National Representatives

IT TAKES a
5400 H.P.
DIESEL to Haul 100
Car Freight Trains . .
THROUGH the ROCKIES

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

RADIO AND AIRMEN

Fliers Hear AEF Programs On Off Days

COMES a day off for the Royal Canadian Air Force fliers "somewhere in France" and most of them listen to the radio, according to Bill Herbert, Canadian Broadcasting Corp. correspondent. During one of those off-days Correspondent Herbert visited a couple of airfields to see how Canada's airmen spend their time when they're not fighting. His subsequent newscast tells its own story. Said Mr. Herbert:

"Most of the fellows spend their time listening to the radio, listening to their own special program, the Allied Expeditionary Forces Network. The No. 1 priority is news which they get either in headline form or in complete broadcasts every hour on the hour.

"The rest of the time they listen to the best radio fare in the world, I guess, with AEF's mixed fare of the finest entertainment produced by the American networks, the BBC and the CBC. And while they listen the fellows talk, they write home, or they just plain loaf."

Blue Show to Universal

BLUE network radio program, *On Stage, Everybody*, will be title of a motion picture to be produced by Universal Pictures Co., New York. An agreement between the Blue and Universal will give 10 motion picture and Blue network contracts to winners in a 26-week talent contest which started Oct. 7.

SPONSORING the launching of the 12th troop transport of the Oregon Shipbuilding Assn. at Portland, Ore., Marjorie DeGarmo, conductor of the *Housewives* program on KIRO Seattle, breaks a champagne bottle not once but twice on the prow of the vessel with "I christen thee *U.S.S. Drew*."

Pulse Says News Holds Listeners, Not Persons

NEWS LISTENERS are more interested in the news than in individual newscasters or commentators, May, June and July average ratings of 45 newscasts by the Pulse of New York indicated. In the September issue of *The Radio Audience*, the Pulse pointed out that the average rating of all 45 newscasts fluctuated only .1, yet ratings for individual programs varied widely, losing or gaining as much as 50% within two months, indicating people are more interested in events than in individual newscasters or programs.

August had a seasonally premature rise in listening, in a comparison of sets-in-use figures for the same month in 1942 and 1943, although listening actually was less than in July. Unusual radio interest was attributed to the heat wave, which kept more persons indoors, and European invasion news. In a comparison of listening habits in New York and Philadelphia, the Pulse said listening in Philadelphia starts at a higher level and remains higher than in New York until 6 p.m. More listening is done in New York in the evening hours, however.

IRRIGATE
YOUR MARKET

Take a tip from the farmer. The average Central California farmer spends about 18% of his income for water but his yield per acre is the *greatest in the country.* Radio advertising on the **Beeline** will irrigate your market in the *California Central Valley area and Western Nevada* . . . more thoroughly than any other station or combination of stations.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy **Beeline** rate listing first under California in Standard Rate and Data.

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO.
National Representative

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

A WELCOME HAND TO BELL SYSTEM WAR VETERANS

Some day we shall have the pleasure of welcoming back to the Bell System the men and women who are now in the armed forces. They number more than 55,000. Some 3500 released from service are already back with us. We shall have a warm welcome for the rest as they join us again. Not only shall we be glad to see them personally but we shall be glad of their skill and energy for the big tasks which face the Bell System in the future.

BELL TELEPHONE SYSTEM

COMPLETE G-E EQUIPMENT

for wide-range, high-fidelity FM broadcasting

1. *FM Broadcast Transmitter.* G-E two-section 1000-watt transmitter, consisting of basic 250-watt exciter and 1000-watt radio frequency amplifier. Others from 250-watt to 50-kw ratings.

2. *FM Broadcast Antenna.* Circular type — an exclusive G-E development. Easy to tune and adjust — increased power gain.

3. *FM S-T Relay Transmitter* (25 watts) for relaying, *without* wires, local studio programs to remotely located broadcast transmitter station.

4. *FM Station Monitor* for checking center frequency, percentage modulation, and fidelity.

5. *FM S-T (studio-to-transmitter) Directional Relay Antenna* that provides a 100-fold power gain when used at both the studio and station transmitters.

6. *FM Receiver.* Full fidelity FM with noise levels as low as the circuits themselves and less than 2% distortion.

7. *Transmitter Tubes.* Developed from a long list of G-E basic electronic-tube "firsts," G-E transmitter tubes carry the definite assurance of maximum economy, efficiency and service life.

for FM

When you start planning your post-war FM station, make full use of General Electric's broad FM experience and "know how."

You can have the full benefit of the background and knowledge of the *only* manufacturer with experience in building the *complete* FM system . . . from transmitter right through to home receiver. You can have the full benefit of exclusive G-E developments such as the FM circular antenna, and the studio-to-transmitter relay system which enables you to establish your studio for maximum convenience and your transmitter for maximum coverage. And, when you install your G-E equipment, we will put on an aggressive FM receiver sales campaign in your area to help you establish your station and to broaden your listening audience.

General Electric's own FM broadcasting experience, which includes more than 3 years of programming through its own proving-ground station WGFM, will give you valuable programming information.

General Electric equipment is installed in more than a third of all the commercial FM broadcast stations now in operation; and six exclusive G-E *S-T* relays, with thousands of hours of continuous broadcast operation, are now serving their stations. These provide examples where practical operating and maintenance costs are a matter of record.

Thus does widespread *proof of performance* supplement the years of development and engineering that have made G. E. unquestionably the leader in FM radio equipment.

50 FM STATIONS ON THE AIR
80 APPLICATIONS PENDING

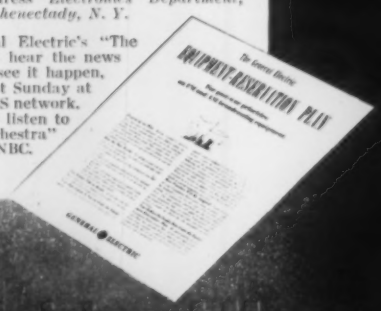
NOW IS THE TIME TO PLAN YOUR POST-WAR FM STATION

Write for "How to Plan an FM Station," along with other helpful booklets and bulletins on how other broadcasters established themselves; on FM transmitters, antennas, and associated equipment.

Reserve your post-war FM equipment now

General Electric offers you "The G-E Equipment-Reservation Plan." This plan will help you secure your place in radio broadcasting post-war. It will enable you to establish a *post-war priority* on a broadcast transmitter and associated equipment. It will enable us to plan definitely for quick post-war deliveries. Write for "The G-E Equipment-Reservation Plan"—address *Electronics Department, General Electric, Schenectady, N. Y.*

• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.



STATION AND STUDIO EQUIPMENT • TRANSMITTERS
ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC FM television AM

160-CB

See G-E for all three!

WHAT 1,253,600 HOUSEWIVES CAN DO

... In a Planning Mood

They can plan to buy new electric refrigerators. New vacuum cleaners. New cars. All Surveys indicate this intention. The question is, WHOSE refrigerator, whose cleaner, what make of car? Obviously they'll choose the one they know best. The one of which they have been reminded most frequently and most recently. Keep reminding them of your brand name over WTAM. The COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
A Service of Radio Corporation of America

KIRO'S PUBLIC SERVICE HOUR

Kenneth Yeend Proves Promotion Can Build an Audience for Radio's 'Lame Sisters'

WHO SAYS public service programs are "lame sisters?" Radio normally does very little for its public service programs, but Kenneth Yeend, farm and education director of KIRO Seattle, proved that with a little promotion, a public service program can be made one of the most popular.

Mr. Yeend

The case which proves his point is the *American School of the Air*, CBS program which costs Columbia $125,000 per year and uses 35 actors each week, with a research staff, a regular director and writer for each program. Time is donated for the program by 112 stations—time which can't be bought.

Working on the theory that if a program is worth presenting it is worth promoting, Mr. Yeend enlisted the support of the State Dept. of Public Instruction, the Washington Education Assn., County and City Superintendents of Schools, as well as the press and educational trade maga... In addition, three or four spo... nouncements were aired each ... in the week preceding the ope... date of the series. After the ... began, posters were displaye... the Y. M. C. A., civic halls, ... schools and all branches of ... public library.

Results of Mr. Yeend's ini... fied promotion of this 14-yea... public service program have ... warded richly his efforts. ... teachers than ever before hav... quested manuals; teachers ... others are organizing to talk ... and promote the use of radio ... are exploring possibilities of ... mer workshops. Many teacher... port that their students bri... radio to school or the teacher ... her set. In country schools ... teachers have been known to ... a small number of students ... side to listen to the radio in ... teacher's car.

As for the adult audience of ... *American School of the Air*, ... sands of letters from average ... teners and educators attest to ... fact that the program is now ... of the most popular educati... programs.

WNYC's Public Service

MORE than half the program schedule of WNYC New York, municipal station, is devoted to war effort and civilian defense programs, the station reported in a resume of activities for its last full fiscal year. WNYC's music programs are "music with a purpose," the report said, "all used to promote the war effort by the inclusion of recruiting and defense announcements." Station devotes 12% of its time to ration news and similar consumer information, gives daily announcements for 11 city departments, broadcasts many school and college programs and puts on more than half of all health programs broadcast by all New York stations, the report indicated. WNYC operated during 1943 at a cost of $21.24 an hour.

Blackhawk Renews

BLACKHAWK Brewing Co., ... enport, Ia., began renewal spo... ship Oct. 2 of spot announcem... on WHBF KDTH KBUR ... KROS KFJB KXEL. Firm als... newed six-weekly quarter-... newscast on WOC WHBF K... KROS KFJB KBIZ KXEL ... The 13-week contract was place... H. W. Kastor & Sons, Chicag...

Estabrook Named

TED ESTABROOK has been n... television specialist of Geyer, ... nell & Newell, New York, he... up television activities under ... ald S. Shaw, newly-appointed ... director. Mr. Estabrook recentl... ceived a medical discharge from ... U. S. Maritime Service, where ... was a communications officer. ... viously he was in the Radio ... tion of the OWI's Overseas Br... at San Francisco. He has prod... television shows for Zenith and P...

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANT...

5000 WATTS

Have You Explored Canada?

As the first settlers cleared the wilderness and planted their crops, community centres sprang up here and there. These hamlets increased in number . . . became towns and cities . . . grew and prospered on the stimulus of thriving trade.

This early promise has been richly fulfilled. All down the years, marching side by side with Canada's natural resources, her commercial importance has kept pace. And those who plan to reap the benefit of this industrial prominence tomorrow, are sowing the seed now—establishing themselves in Canada's evergrowing markets.

The richest of these can be reached through CFRB! This station commands a listenership that has been built up over seventeen years of providing the kind of radio entertainment people want to hear. Those who know Canada and who base their choice on results, select CFRB.

CFRB

TORONTO - 860 KC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KHMO Hannibal, Mo.

Willard Tablet Co., Chicago, 3 *sp* weekly, 26 weeks, thru First United Broadcasters, Chicago.
Reader's Digest Assn. (*Reader's Digest*), *sa* weekly, 13 weeks, thru BBDO, N. Y.
Viobin Corp., Monticello, Ill. (Rex Oil), 3 *sa* weekly, thru Rogers & Smith Adv., Chicago.
David G. Evans Coffee Co., St. Louis (Old Judge Coffee), 5 *ne* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Sterling Drug Co., Monticello, Ill. (Dr. Caldwell medicines), 5 *ta* weeky, 52 weeks, thru Sherman & Marquette, Chicago.
United Drug Co., Boston (Rexall 1c sale), 4 *t* weekly, thru N. W. Ayer & Son, N. Y.

WFIL Philadelphia

Skidoo Co., Columbus, O. (cleanser), *sa* weekly, 26 weeks, thru Byer & Bowman, Columbus, O.
W. F. Young Inc., Springfield, Mass. (Absorbine, Jr.), 5 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
J. B. Ford Co., Michigan (Wyandotte Cleanser), 5 *sa* weekly, thru N. W. Ayer & Son, N. Y.
International Salt Co., Scranton, Pa. (Sterling Salt), 4 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Abbotts Dairies, Philadelphia (ice cream), 3 *sa* weekly, 52 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.
Wildroot Co., Buffalo, N. Y. (Cream-Oil), 2 *ne* weekly, 52 weeks, thru BBDO, N. Y.
Penick & Ford, New York (My-T-Fine desserts), 3 *sa* weekly, 52 weeks, thru BBDO, N. Y.

KTSA San Antonio

Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's Laxative, Blackstone Aspirin), 5 *ta* weeky, thru Sherman & Marquette, Chicago.
H. J. Justin & Sons, Fort Worth (boots & shoes), *sp* weekly, 52 weeks ,thru Evans & LeMay Adv. Co., Fort Worth.
Duncan Coffee Co., Houston, 5 *sp* weekly, 52 weeks, thru Steele Adv. Agency, Houston.
King Clothes, San Antonio, 5 *sa* weekly, 52 weeks, direct.

WOR New York

Savings Bank Assn. of New York State, N. Y., weekly *sp*, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Philadelphia Dairy Products Co., Philadelphia (Dolly Madison Ice Cream), weekly *sp* 52 weeks, thru Scheck Adv., Newark.
Maggi Co., Inc., New York (seasoning), weekly *sp*, 52 weeks, thru Needham & Grohman Inc., N. Y.
Atlantic Macaroni Co., Long Island City, N. Y. (Caruso Brand Food Products), weekly *sp*, 52 weeks, thru Prudential Adv., N. Y.
Rogers Bros. Seed Co., Chicago (Idaho Potato Meal), *sa*, 52 weeks, thru Scheck Adv., Newark, N. J.
Walker's Austex Chili Co., Austin, Tex. (Mexene), *sa*, 52 weeks, thru Cook Adv., Dallas.

WOLF Syracuse

Wildroot Co., Buffalo (Cream-Oil Formula), *sa*, *t*, 52 weeks, thru BBDO, N. Y.
National Biscuit Co., New York (bread), *sa*, thru McCann-Erickson, N. Y.
Gruen Watch Co., Cincinnati, *ta*, 52 weeks, thru McCann-Erickson, N. Y.
Lever Bros., Cambridge, Mass. (Rinso-Lifebuoy-Lipton's tea), *ta*, thru Ruthrauff & Ryan, N. Y.
Kellogg Co., Battle Creek (Raisin 40% Bran Flakes), *ta* thru Kenyon & Eckhardt, N. Y.
Grove Labs, St. Louis (4-Way chest rub), *sa*, thru Sherman K. Ellis & Co., N. Y.

KHJ Hollywood

Yami Yogurt Co., Los Angeles (dairy products), 3 *sp* weekly, 52 weeks, thru Erwin, Wasey & Co., Los Angeles.
Southern California Telephone Co., Los Angeles, *sa*, 52 weeks, thru The Mayers Co., Los Angeles.
Lumbermen's Mutual Casualty Co., Chicago (insurance), *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Anatole Robbins, Los Angeles (cosmetics), 2 *sp* weekly, 13 weeks, thru Darwin H. Clark Adv., Los Angeles.

WHN New York

Mayflower Dress Co., New York (dress manufacturer), 3 *sp* weekly, 13 weeks, thru Sterling Adv., N. Y.
Wilberts Products Co., New York (floor polishes), 5 *ne* weekly, 52 weeks, thru Duane Jones Co., N. Y.
Filene's Dept. Store, Boston (bargain basement anniversary), *t*, direct.

KFI Los Angeles

Sparkletts Drinking Water Co., Los Angeles (Sparkletts), 3 *ne* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.

KSAL Salina, Kan.

Carey Salt Co., Hutchinson, Kan., 21 *sa* weekly, thru McJunkin Adv. Co., Chicago.
Kellogg Raisin Bran Co., Battle Creek, 21 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Michigan Bulb Co., Holland, Mich. (tulip bulbs), *t* weekly, thru First United Broadcasters, Chicago.
Morton Salt Co., Chicago, 14 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Nehi Royal Crown Bottling Co., Columbus, Ga. (Royal Crown Cola), *ta*, thru BBDO, N. Y.
Plough Inc., Memphis (Mexana, St. Joseph Aspirin), *sa*, thru Lake-Spiro-Shurman, Memphis.
Dr. Pepper Bottling Co., Dallas, 3 *sp* weekly, thru Tracy-Locke Co., Dallas.
Pepsi-Cola Bottling Co., Long Island City, 6 *ta* weekly, thru Newell-Emmett Co., N. Y.

WMAQ Chicago

Chatham Manufacturing Co., Elkin, N. C. (blankets), *sp* weekly, 52 weeks, thru M. H. Hackett Agency, N. Y.
Stephano Bros., Philadelphia (Rameses cigarettes), 5 *sa* weekly, thru Aitkin-Kynett Co., Philadelphna.
Grennan Bakeries, Chicago, 5 *sa* weekly, 13 weeks, thru Campbell-Mithun, Chicago.
RKO-Radio Pictures, New York, 7 *sa*, direct.

CFRB Toronto

J. Lyons & Co. (Canada) Toronto (tea), 3 *sp* weekly, thru Ferres Adv. Service, Toronto.
Byers Flour Mills, Camrose, Alta, 2 *t* weekly, thru Harold F. Stanfield Ltd., Montreal.
Drug Trading Co., Toronto (proprietary), *sp* weekly, thru J. J. Gibbons Ltd., Toronto.

WABC New York

Herman Basch & Co., New York (Hammered brand Persian Lamb), 2 *sa* weekly, thru Kelly, Nason, N. Y.
American Express Co., New York (travelers cheques), weekly *ne*, thru Caples Co., N. Y.

KPO San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem), 4 *ta* weekly, thru Joseph Katz Co., Baltimore.
Ex-Lax, New York (Jests), *ta* weekly, thru Joseph Katz Co., N. Y.

WENR Chicago

Ex Lax, Brooklyn, N. Y., 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

MOUNTAIN COUNCIL REVIEWS ACTIVITIES

FIFTH ANNUAL Report of the Rocky Mountain Radio Council has been prepared for distribution and contains a summary report of activities from Aug. 1, 1943 to July 31, 1944. Theme stresses manner in which the radio industry of the region is cooperating with educational and civic groups in public service programming, with special emphasis on native resources.

Report is divided into descriptive program sections: Cultural resources, human resources, agricultural and industrial resources, political and economic resources, mobilizing resources for war. Summary shows council during the past 12 months has broadcast a total of 361 separate programs or 1897 different broadcasts for 16 civic and educational organizations. Data is also given on program advisory help, conferences, annual meeting, structure and organization, and budget sources. Stations participating in activities have included: KDFN KFBC KFEL KFKA KFXJ KGHF KGIW KIUP KLZ KMYR KOA KOKO KPOW KVOD KVOR KVRS KWYO KFUN KVSF.

Science Service Offers New Commercial Shows

SCIENCE SERVICE, Washington, is now offering a special science news service to radio, consisting of two quarter-hour programs sent each week to subscriber stations and containing eleven or more stories, written so that they can be used as either two quarter-hour shows, six five-minute programs, or as individual "spots" along with other news. The new service, titled *Science Radio News Report*, is available for local sponsorship, but only one station in each principal listening area is authorized to use the service, which is separate and distinct from the other Science Service publications, the *Science News Letter* and the syndicated newspaper column.

Scripts for the new service are especially written for radio from material collected by the Science Service staff of science news reporters. Each week's script will contain a roundup of patent awards from the U. S. Patent Office. Hallie Jenkins of Science Service is handling distribution of the news feature.

Two RCA Appointments

TWO NEW regional managers have been appointed to supervise sales and distribution of RCA products in the Mid-West and the South. David J. Finn, formerly sales manager for RCA Industrial & Sales Dept., and with RCA since 1930, has been manager of the Chicago region. James W. Cocke, sales director for RCA in Dallas and Atlanta, is now manager of the Dallas, Atlanta region, with headquarters in Dallas.

Fij-Oil on 9

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil), began sponsoring Sept. 20, spot announcements on WTCN WLOL WMIN WXYZ WJR WWJ WKZO WOV WHBF. The 52-week contract was placed by Malcolm Howard Agency, Chicago.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

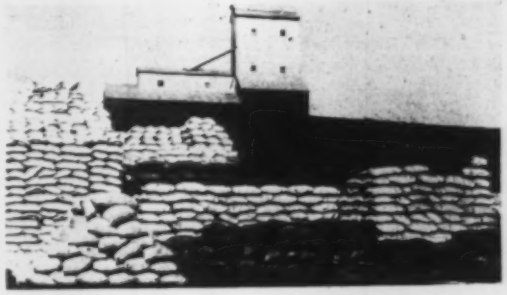
5000 Watts—590 Kilocycles

Owned and Operated by

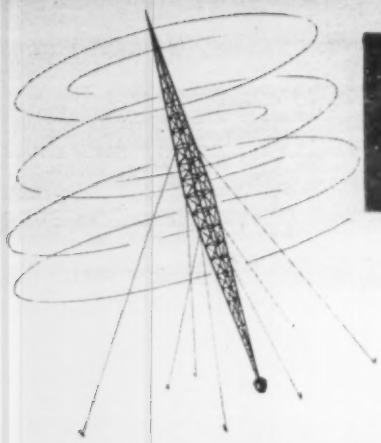
LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Fortress against Famine. Dry peas ready for World Markets. 85% of the country's edible peas. 25% of the world's production, comes from the Inland Empire. Production of dry peas, wheat, barley, oats, rye, and corn is estimated at 2,517,504 tons—an 8% increase over 1943. KHQ, too, is a Fortress against "Famine." Its complete coverage of this rich area keeps your Sales Curve at a constant peak.



BROADCASTERS

COMPACT...COMPLETE...ECONOMICAL... that's the 76-B2 Speech Input Consolette.

The ease of its push-button control, the completeness of its amplifying and control equipment and a host of other features have made this equipment the favorite of small and medium-sized stations the country over. (We venture to say even a postwar visionary would have difficulty in visualizing a better speech input system!)

Here are some of the features which have made the 76-B2 Consolette so popular:

- *Includes all amplifying and control equipment for operating one studio, two studios or two studios and an announce booth, six remote lines and two turntables.*
- *Frequency response 30 to 15,000 cycles.*
- Push-button control *of monitoring, auditioning, remote lines, cueing and talk-back.*
- *Independent auditioning and program channels.*
- High-fidelity *program channel affords 6 mixer controls, 4 microphone pre-amplifier input channels with switching control for up to 6 microphones.*
- High-fidelity *monitoring channel operates control room and studio loudspeakers.*
- *Emergency amplifier and power supply circuit.*
- *Meets all FCC requirements for* AM and FM *broadcasting.*

The 76-B2 Consolette at
Station WBOC, Salisbury, Md.

S TELL US....

"That 76-B2 is a honey!"

COMPACT... Console measures 39" wide, 17" deep and 10½" high.

COMPLETE... Answers every speech input need of the small and medium-sized broadcast station.

ECONOMICAL... At a price the smallest station can afford.

Perhaps your station lacks the efficient service of an RCA 76-B2 Speech Input System. For further information on its advantages and availability, please address the Broadcast Equipment Section of RCA at Camden, N. J. (Interested in reserving a postwar AM, FM or Television Transmitter? The RCA Broadcast Equipment Priority Plan will interest you. Write today for details.)

War Bonds... Your Best Investment

1919
1944

RCA

25 Years of Progress
In Radio
and Electronics

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada
RCA VICTOR COMPANY LIMITED, MONTREAL

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

Personal NOTES

DON S. ELIAS, executive director of WWNC Asheville, and chairman of the NAB Legislative Committee, last week was named a member of the Federal Finance Committee of the U. S. Chamber of Commerce by Eric Johnston, president. He is a past president of the Asheville Chamber of Commerce.

HORACE LOHNES, Washington radio attorney, and Mrs. Lohnes on Oct. 8 observed their 25th wedding anniversary at their farm in Vienna, Va., outside Washington.

LOUIS G. CALDWELL, Washington radio attorney, left Washington last Monday by plane for Mexico City, in connection with matters pertaining to Aeronautical Radio Inc., for which he is counsel. Accompanying him were D. W. Rentzel, president, and J. Russell Cunningham, director of Aeronautical Radio Inc.

ROGER W. CLIPP, president of WFIL Philadelphia, is in Bryn Mawr Hospital recuperating from a major operation.

JIM CROSSON has been promoted to news editor of KYW Philadelphia, replacing Bill Rambo, who has been named head of the station's advertising and sales promotion department. Mort Henderson joins the news staff of KYW, coming from WFIL Philadelphia.

BILL MALONE, sales promotion manager of KOIL Omaha, on Sept. 23 married Betty Lou Koenig of Fort Wayne, Ind.

WLS Donates $5,000

WLS Chicago will donate $5,000 of the proceeds received by the station from Paramount for the rights to the *National Barn Dance* film to the 1944 Community and War Fund, according to Glenn C. Snyder, vice-president and general manager.

FRANK SAMUELS, sales manager of KGO-Blue San Francisco, will direct Blue spot and network sales in the San Francisco area, according to Don Searle, general manager of Blue's western division. Mr. Samuel's new appointment is part of a plan for future expansion and coordination of Blue operations on the Pacific Coast, made possible through combination of the two network-owned stations KGO San Francisco and KECA Los Angeles. He has been sales manager of KGO since October 1943.

ROY CHAPMAN, first KTSM El Paso, Tex. serviceman to return to the station after his discharge, is now promotion manager.

RAY JENSEN, formerly with KTRI Sioux City, is new assistant manager and sales manager of KSAL Salina, Kan. He replaces Owen H. Balch who left the station to join the Kansas City office of the station representative firm, John E. Pearson & Co.

MAJ. EDGAR H. FELIX, Signal Corps, consulting radio engineer and coverage expert, has returned from duty in the Southwest and Central Pacific theatres, where he handled allocation and coverage work. He is now assigned temporarily to Signal Corps Headquarters in Washington.

WALTER ENGER, salesman of Stovin & Wright, Toronto, station representative, is the father of a girl.

KARK Names Haas

JULIAN F. HAAS, with the commercial department of KARK Little Rock four years, has been named commercial manager of the station effective Nov. 1, according to G. E. Zimmerman, KARK general manager. Mr. Haas, who also served as publicity and promotion manager, replaces C. K. Beaver who has been made assistant general manager of WOAI San Antonio. Mr. Beaver had been with KARK ten years. Prior to joining KARK four years ago, Mr. Haas had served on the editorial staffs of several papers in Central and South America and the U. S.

Mr. Haas

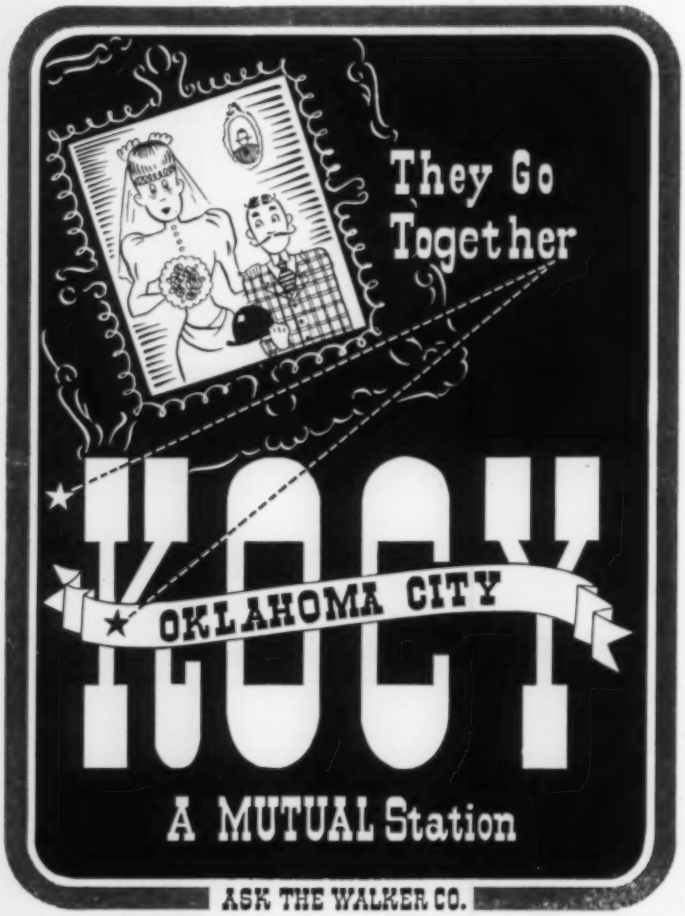
Local CP for Columbia Granted WAYS Licensee

CONSTRUCTION PERMIT for a new standard station at Columbia, S. C., was granted by the FCC last week to Inter-City Advertising Co., licensee of WAYS Charlotte, N. C. The new outlet will operate on 1490 kc with 250 w and unlimited time. Grant is subject to the Jan. 26, 1944 FCC-WPB notice relating to the use of critical materials for construction purposes.

Inter-City Advertising is owned by a partnership composed of George Dowdy, president; J. Horton Doughton, treasurer, who is son of Rep. Robert L. Doughton (D-N.C.), chairman, House Ways and Means Committee; B. T. Whitmire, vice-president, also manager of WFBC Greenville, S. C.; and Harold H. Thoms, secretary, who is owner and manager of WISE Asheville, N. C., and applicant for a new standard station at Durham, N. C.

Hartz on MBS

HARTZ MOUNTAIN Products, New York (bird, pet products), after a seasonal hiatus resumed its program on Mutual yesterday (Oct. 15) featuring singing canaries and other pets. Titled *Canary Pet Show*, it is heard over 51 stations from WGN Chicago, Sunday 2:45-3 p.m. Agency is George H. Hartman Co., Chicago.



If you buy or plan advertising for Iowa, you need
THE 1944 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

TEAM BEHIND THE BOMBER TEAM

• Just as seven men fight as a team in a bomber, seven girls work as a team at a Sylvania Radio Tube assembly bench.

Thousands of fine precision radio tube parts are assembled into a finished product that must pass rigorous tests for ruggedness and sensitivity.

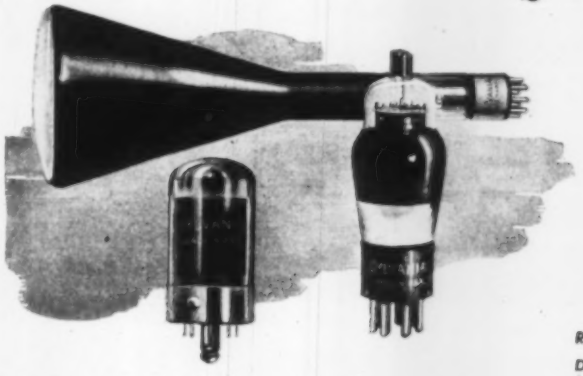
This is work that calls for the feminine touch, patience and sense of detail. Each girl "plays the position" on the team best suited to her ability.

Sylvania assembly teams compete with each other. But the champion in accuracy always takes precedence over the champion in speed.

This teamwork is just another example of how Sylvania maintains radio tube production at the highest standard of quality anywhere known.

You can sell Sylvania Radio Tubes with complete confidence.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

Reach the ACTIVE SALT LAKE MARKET

KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

1884 W. E. Macfarlane 1944

W. E. MACFARLANE, vice-president of WGN Chicago, business manager of the *Chicago Tribune*, and chairman of the Executive Committee of Mutual, died suddenly last Monday of a heart attack. He was 60 and had served the *Tribune* 38 years—the last 16 as business manager.

Mr. Macfarlane was active in the affairs of both Mutual and WGN. He had served as president of Mutual without salary from its formation in 1934 until November 1942, when the appointment of its first paid head, Miller McClintock, was announced. At that time he was elected chairman of the Executive Committee. Mr. Macfarlane started with the *Tribune* as secretary to the advertising manager. He became manager of classified advertising and later head of the advertising department. He succeeded the late S. E. Thomason as business manager in 1928, when the latter resigned.

Mr. Macfarlane was a director of the American Newspaper Publishers Assn. and former chairman of the Bureau of Advertising of ANPA. He also was a director of Press Wireless and was active in its development.

MR. MACFARLANE

CBS, ARMY, PLAN SHOW TO AID VETS

TO PREPARE both soldier and civilian for the soldier's return to civilian life, the Columbia Broadcasting System, in cooperation with the War Dept., Army Service Forces, will present a series of programs titled *Assignment Home*, beginning Dec. 9. It will be heard on CBS each Saturday, 4:30-5 p.m. (EWT).

After conferences with Lt. Gen. Brehon Somervell, Commanding General, ASF, CBS decided to present the programs "as a contribution to public understanding of the complex situation confronting the Nation upon the return of the veteran, and the part ASF will play in resolving it."

Production is to be supervised by Maj. Andre Baruch, recently named officer in charge, Radio Placement Section, ASF, liaison between the ASF and radio [BROADCASTING, Oct. 9]. Sgt. Artie Lawrence, formerly of *Hollywood Playhouse* and *Columbia Workshop*, will write the series which will be primarily dramatic, and will include pick-ups from Army centers in the U. S. and overseas.

CONSOLIDATED ROYAL Chemical Corp., Chicago (Krank's Shave Kreem), is presenting a quarter-hour roundup of scores and late football news following the nine collegiate football games on WIND Chicago. Agency is Campbell-Ewald, Chicago.

NO "LARD" IN GREASY CREEK (Ky.)!

We'll leave it to your imagination about the sales gravy in Greasy Creek (Ky.)—and in the hundreds of other little communities that WAVE doesn't cover! But Kentucky does have one big concentrated metropolitan market. And it—the Louisville Trading Area—chalks up more retail business than all the rest of Kentucky combined! WAVE *covers* the Louisville Trading Area. *No other NBC station does!* You can skim off most of the nourishment, and throw the rest away, when you use WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

AP

WMIN, St. Paul, Minn.

. . . without question AP is the best news service which WMIN has ever used.

Frank M. Devaney
Ass't General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

CBC Elevates Ritchie

WELLS RITCHIE, press representative at Toronto of the Canadian Broadcasting Corp., has been appointed supervisor of press and information service for the CBC, according to an announcement from Ottawa by Dr. A. Frigon, general manager. E. A. Weir, CBC commercial manager, who has also been supervisor of press and information for a number of years, has relinquished the latter post to devote his full time to commercial management. Mr. Ritchie joined CBC in 1940 as an editor of the CBC national news service, and in 1942 was appointed press representative. He has done public relations and newspaper work in New York and Toronto.

Mr. Ritchie

Callahan Escapes

LEONARD CALLAHAN, Chief of West Coast office, Radio Branch, War Dept., Bureau of Public Relations, escaped serious injury on Oct. 2 when an Army Flying Fortress in which he was flying with six members of Ray Noble's orchestra made a forced belly landing at San Bernardino (Cal.) Army Air Field, when the landing gear failed to operate. Plane was one of six returning Edgar Bergen and members of his NBC *Chase & Sanborn Show* to Hollywood following a broadcast from Alamogordo (N.M.) Army Air Base. The pilot, Capt. Arva Anderson, exhausted his gas supplies and made landing with only slight damage to the passengers' nerves.

Wilson Sport Show

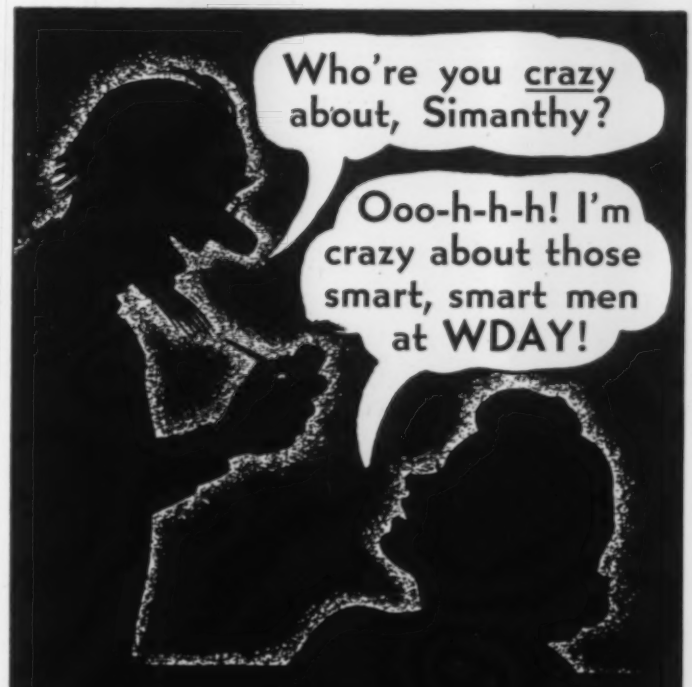
WILSON SPORTING Goods Co., Chicago, has started quarter-hour program, featuring news of the sporting world and guest interviews with sport headlines and Arch Ward, sports editor of the *Chicago Tribune* as m.c., on WENR Chicago, Thursdays. The 13 week contract was placed through U. S. Adv. Co., Chicago.

OWI PACKET, WEEK NOV. 6

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 6. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Mail Early	X	--	--	--	--	--	--
Planned Spending	X	--	--	--	--	--	--
Merchant Marine Recruiting	X	--	--	--	X	--	--
Car Pooling	--	X	X	X	X	--	--
Hold Prices Down	--	X	X	X	X	--	--
V-Mail	--	--	X	--	--	X	X

See OWI Schedule of War Messages 133 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.



Women around Fargo—and that includes practically every woman in every town and on every farm within 100 miles—get most of their household hints, their beauty tips, their local and world news from WDAY. So do the men, for that matter. But WDAY knows who spends the family cash—so that's the girl we go for!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

More DEPENDABLE than any other geyser. It deserves the name "OLD FAITHFUL"

More DEPENDABLE that is why WHBQ has more renewals per year than any other Memphis Station.

Memphis is the world's largest producer of cotton seed products

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

BLUE NETWORK

WFMJ

YOUNGSTOWN, O.

28th U. S. METROPOLITAN DIST.

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

17

counties get the force of WWNC's non-directional 1,000 watt signal! These 17 counties—the entire Western North Carolina market—are all in the primary and secondary (tertiary is bonus) coverage of

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

check these answers to your **recording problems**

√ 24 HOUR SERVICE on direct cut copies of your recordings

√ AIR CHECK SERVICE "as others hear it"

√ COMPLETE FACILITIES for spot announcements, remote pickups, service on all recording problems. *For further information, write . . .*

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

Agencies

EDITH M. KNUTSEN, former media director at McCann-Erickson, Minneapolis, has joined Christiansen Adv. Agency, Chicago, as director of research and media.

DORIS SMITH, radio commercial writer of Kenyon & Eckhardt, New York, has been appointed copy supervisor of the agency, a new position.

DEAN SHAFFNER, former production manager of CAB reports of Crossley Inc., New York, has joined the Blow Co. as a radio research analyst.

WEST MARQUIS Inc., Los Angeles, has moved to larger offices at 510 W. Sixth St. Telephone is Madison 7758.

KEITH EVANS, formerly on advertising staff of *Los Angeles Examiner*, has joined Western Adv. Agency as account executive. Eedee Lokey, former writer of KFI Los Angeles, has joined the agency as public relations director.

LU MORAN, former women's advertising manager of Roos Bros., San Francisco (men's, women's clothier), has joined Hillman-Shane-Breyer, Los Angeles, as publicity and promotion director of fashion accounts serviced by that agency.

C. E. HOOPER Inc., audience survey firm, has moved West Coast offices from downtown Los Angeles to 6253 Hollywood Blvd. Telephone is Hollywood 3533. Mrs. Ruth Arnold continues as Pacific Coast manager.

BYRON KEATING Co., Cincinnati advertising agency, has established executive and creative departments in Terrace Park, a Cincinnati suburb. Address is Box 27, Terrace Park, O.

ROLAND ISRAEL, radio director of the J. M. Korn Adv. Agency, Philadelphia, and Helen Sharp, continuity writer, were married in Philadelphia.

ELBO GREES Household Cleaner Co., Philadelphia, has appointed J. M. Korn & Co., Philadelphia, as agency.

NED SMITH, former assistant senior copy-writer of Kenyon & Eckhardt, New York, has been appointed head of the copy department of Raymond Spector Co., New York, a new position.

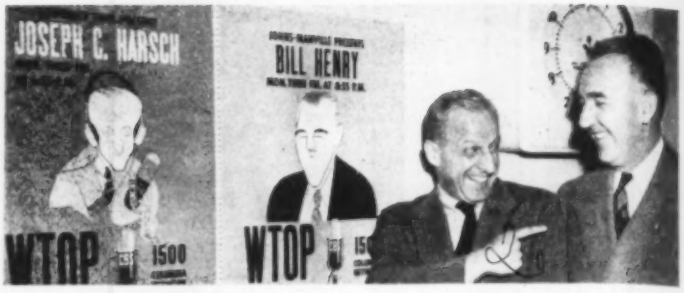
DAVID M. HAUSSDORF, former head of the Copy Work Shop, New York, has joined the creative staff of Advertisers' Broadcasting Co., New York production agency.

GLEN de G. SMITH, for the past 7 years with D'Arcy Adv. Co., and Coca-Cola Co. of Canada, Toronto, has joined Ronald Adv. Agency, Toronto, as account executive.

RHODA HOWE, account executive of J. Walter Thompson Co., Toronto, has been transferred to the New York office.

HARRY MAYNARD, one-time agency head and recently discharged Marine major, has joined BBDO, Hollywood as talent buyer. Maggie Foss, formerly of CBS Hollywood, has joined the department. Henry Allen, former midwestern producer, has joined BBDO, Los Angeles as radio timebuyer and program supervisor. He will work with Wayne Tiss, associate radio director and vice-president in charge of Hollywood operations.

TO BOLSTER Cleveland's lagging Red Cross blood donor drive, WJW Cleveland aired a special two hour promotion show featuring Comdr. Corydon Wassell and volunteer local talent. Result was blood donors phoning the station for appointments at the rate of almost two a minute.



GIGGLING Joe Harsch (left) points a finger at genial Bill Henry as the two CBS commentators of WTOP Washington get a couple of laughs out of the way Al Hirshfeld, artist, caricatures them for promotion.

WCOP Transfer to Cowles Approved; Sale of WNBC to O'Neil Also Granted

SALE OF two additional Bulova stations — WCOP Boston and WNBC Hartford — for $225,000 and $220,000 respectively, was approved by the FCC at its en banc broadcast meeting last week. The Cowles newspaper and radio interests acquired WCOP from Arde Bulova, New York watch manufacturer and broadcaster, and his associate, Harold A. Lafount. The Yankee Network Inc., headed by W. O'Neil, president of the General Tire & Rubber Co., acquired WNBC from the same principals with the maximum price fixed at $250,000, including adjustment of assets in excess of liabilities. The FCC authorized change of WNBC call letters to WHTD.

With approval of these transactions, Mr. Bulova now has two other applications for transfer pending before the Commission. He has contracted to sell WPEN Philadelphia and its PM adjunct to the *Philadelphia Bulletin* for $620,000, and WOV New York to the Mester Bros., of Brooklyn, for $300,000. It is understood he does not contemplate selling WNEW New York. Previously, Mr. Bulova had sold, with FCC approval, WELI New Haven, to Col. Harry C. Wilder, for $225,000.

WCOP will be directed by Craig Lawrence, executive head of WHOM Jersey City, recently acquired by the Cowles group. A. N. (Bud) Armstrong will remain with the station in Boston as Mr. Lawrence's chief assistant. Stations now in the Cowles group are, in addition to WCOP and WHOM, WOL Washington, WNAX Yankton, and KRNT Des Moines. The Cowles company has pending an application for a new regional station in Minneapolis-St. Paul on 580 kc.

WCOP operates on 1150 kc with 500 w and is an independent.

WNBC operates on 1410 kc with 5,000 w and is a Blue outlet, but has broadcast Yankee Network news. The station is expected to become a fulltime MBS-Yankee outlet when the present contract with WTHT Hartford, expires in about a year. The latter station is owned by the *Hartford Times*.

Canada Discs

NATIONAL DRUG & Chemical Co. of Canada, Montreal (gin pills), has started a transcribed series *Today in History* on a number of Canadian stations. Account is placed by A. McKim Ltd., Montreal, National Drug agency.

Musterole in Canada

MUSTEROLE Co., Cleveland (proprietary) has started chain breaks on 15 Canadian stations. Account is placed by Erwin, Wasey & Co., New York.

U.P. *gives you* "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

FOR Results IN Louisville IT'S WINN
Basic Station BLUE NETWORK
HARRY McTIGUE, General Manager

Radio Advertisers

TIDE WATER Associated Oil Co., adding to its first schedule of football broadcasts in the east using WINS New York [BROADCASTING, Oct. 2], is sponsoring round-ups of college and pro football games on WHN New York. Bert Lee and Ward Wilson give prognostications of the Saturday college football games on Friday, 6.45-7 p.m. and round-up summaries of the games on Saturday, same time. In additional five-minute periods Sunday, placed before and after WHN coverage of the New York Giants games, Lee and Wilson present roundup review of pro games and scores for Tidewater. Contract for ten weeks placed through Lennen & Mitchell, New York.

HILLMAN PURE FOODS, Chicago, on Sept. 28 began spot announcements on three Chicago stations: WMAQ, 8 weekly; WGN, 11 weekly; WBBM, 5 weekly. The 13 week contracts were placed by Julian Frank Agency, Chicago.

HUNT STROMBERG Productions, Hollywood film producing unit, has appointed Ruthrauff & Ryan, New York, to handle advertising. Radio along with other media will be used.

KEM Mfg. Co., New York, manufacturers of starting, lighting and ignition parts for automotive industry, has appointed Philip I. Ross Co., New York, to handle advertising. Radio is being considered.

SIERRA MADRE Winery Inc., New York, has appointed Erland Adv., New York, to handle advertising. On Nov. 7 firm starts twice-weekly quarter-hour musical program with Syd Gary, singer, for 52 weeks on WMCA New York.

G. E. BARBOUR & Co., St. John, N. B. (wholesale grocers), has started transcribed program on a number of eastern Canadian stations. Account was placed direct.

BALLANTYNE'S, Washington bookstore, is sponsoring a weekly program, *Book Reviews and Interviews*, weekly over WINX Washington, Wednesday 8:15-8:30 p.m. Bart Barber is literary commentator. Contract for 13 weeks was placed direct.

ROGERS BROS. SEED Co., Chicago, has appointed Scheck Adv., Newark, N. J., to handle its advertising and Oct. 16 starts participations on *Dr. Eddy's Food and Home Forum* on WOR New York in a test drive for Idaho Potato Meal. Contract is for 52 weeks.

"WFDF Flint says I should keep in touch with all the boys."

Well Titled

PACE OF WARFARE in New Guinea is so complex that Lt. James E. Moore, former secretary to Robert G. Soule, vice-president-merchandising manager of WFBL Syracuse, writes he is now Assistant Brigade Adjutant, Brigade Classification and Assignment Officer, Brigade Personnel Officer, Brigade Leave Control Officer, Brigade Troop Movement Officer, Officers' Mess Officer, Brigade Custodian of Casualty Files, writer of the special monthly Brigade Magazine and Brigade historian. None of these duties overlaps and for lack of Syracuse social life Lt. Moore devotes three evenings a week to teaching a shorthand class.

L. B. LABORATORIES, Hollywood (hair oil), on Oct. 9 started daily station break announcements on WENR Chicago. Firm also uses daily time signal announcements on WMAQ Chicago and a six-weekly quarter-hour newscast on KFVD Los Angeles. Contracts are for 13 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

INTERSTATE BAKERIES Corp., Los Angeles (Weber's bread), on Oct. 3 started sponsoring twice-weekly 30-minute children's quiz, *Weber's Round-Up*, on KMPC Hollywood. Contract is for 52 weeks. Neg Monett, radio director of Dan B. Miner Co., Los Angeles agency servicing account, is m.c. and producer. Baking firm also sponsors *Lone Ranger* thrice-weekly on 7 Don Lee Southern California stations.

MAGNETIC Springs Water Co., Los Angeles (bottled water), has appointed Western Adv. Agency to handle advertising. Radio is being considered along with other media.

C. F. SMITH Co., Los Angeles (sportswear), has appointed Western Adv. Agency to handle its national advertising, and is considering radio with other media.

RALPH R. WEAVER, former account executive with Street Railways Adv. Co., has rejoined Hills Bros. Co., New York, makers of Dromedary Food Products, as advertising director.

PETER FOX BREWING Co., Chicago, has changed its quarter-hour show on WMAQ Chicago, Monday through Friday from a transcribed music show to a news program, featuring Morgan Beatty, commentator. The 52-week contract was placed by Schwimmer & Scott, Chicago.

MIDWEST Mfg. Co. (Enduro Products), has signed a year's contract for spot announcements on WENA, FM affiliate of WWJ Detroit.

BROMO-SELTZER Ltd., Toronto, has appointed F. H. Hayhurst Co., Toronto, to handle advertising effective Jan. 1, 1945. Campaign for next year is now being prepared.

THE *Chicago Daily News*, Chicago, has renewed two quarter-hour shows, *Rhythm Edition*, a six-weekly musical recorded program and five-weekly *Stories by Malcolm Claire* on WENR Chicago. The 52-week contracts were placed by Schwimer & Scott, Chicago.

J. GOLDSMITH & Sons Co., Memphis department store, is sponsoring two additional quarter-hours weekly on WHBQ Memphis, to be devoted to an educational transcribed series created by *Time* magazine. Programs are tied in with the local school system and will be compulsory listening for all school students.

New Television Device

TELEVISION ASSOCIATED, Chicago, has introduced the Eddy Kalei-Disc Projector, an automatic pattern machine producing a series of variable geometrically perfect patterns on the television screen. The projector is considered as an acceptable video counterpart of the music bridges used in television and also can displace the fixed slides and test pattern usually associated with television productions. It uses either color patterns or black-and-white designs.

Next on the market will be the Kaleid-O-Strip Projector which produces patterns on the television screen also but is fed with film rather than the disc.

IMPERIAL OPTICAL Co., Toronto, has started *Stories From Canadian History* weekly on CFRB Toronto. Account was placed by Vickers & Benson, Toronto.

HADLEY Falls Trust Co., Holyoke, has started cooperative sponsorship of Boake Carter, Monday, Wednesday and Friday, on WHYN Holyoke, Mass.

RIVIERA Co., Los Angeles (retail ice cream), has started participation five times weekly in *Norma Young's Happy Homes* on KHJ, with daily spot announcements on KRDK. Contracts are for 13 weeks. Agency is Advertising Arts, Los Angeles.

SOUTH BOSTON Savings Bank, Boston, has appointed Wendell P. Colton Co., New York, to handle advertising for mortgage loans. Using radio for the first time, Oct. 1 bank started weekly quarter-hour news program for 13 weeks on WBZ Boston.

Hon. Carlo Franco
Young & Rubicam, Inc.
New York, N. Y.

Dear Carlo:

This is probably the last I'll be writing about our own war correspondent, Howard L. Chernoff, because he's now back. I think you ought to know how his trip was finished. Not only did Chernoff go across to send back stories about W. Va. boys, but he also finished up with a mighty interesting story concerning W. Va. heroes. He arranged to fly back on a Litter Plane that carried 16 wounded West Virginians. When the plane set down on Mitchell Field Chernoff made a half hour transcribed interview with these boys. Sort of a fitting climax to his three months overseas I'd say, and certainly a fitting climax to our three months of these special public service broadcasts.

Regards, Yours, Algy

The W. Va. Network

WCHS Charleston · WSAZ Huntington
WPAR Parkersburg · WBLK Clarksburg

MEMO: TO RADIO TIME BUYERS!

✓WHDH has popular BLUE NETWORK programs
✓WHDH has many fine local features
✓WHDH has 5000 watts of power
✓WHDH operates on 850 kilocycles
✓WHDH RATES ARE RIGHT!
✓WHDH is the SMART buy in BOSTON!

Never a Dull Moment on WHDH

BOSTON'S BLUE NETWORK *Plus* STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Today and Tomorrow

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its saleability!

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

KROD

CBS The Voice

that's heard all over the important

EL PASO Southwest

1000 Watts - 600 KC

Dorrance Roderick, Owner

Val Lawrence, Mgr.

NEW MEXICO MEXICO EL PASO TEXAS

HOWARD H. WILSON CO.

National Representatives

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

BEHIND the MIKE

W. R. (Bud) WILLS, news analyst and former foreign correspondent in Tokyo, has joined KXOK St. Louis. Bob Leonard is now newscaster with KXOK, replacing Bert Metcalf, resigned.

NELSON M. GRIGGS, discharged from the Army, is now an announcer with WKRC Cincinnati.

NORMAN PALMER, formerly of Timmins, Ont., has joined the announcing staff of CKLW Windsor.

LILLIAN CALDWELL, KTSM El Paso, Tex., director of women's programs, has been appointed a member of the national public relations committee of the NAB's Assn. of Women Directors.

SAUNDERS J. THOMAS, formerly engaged in public relations work, has been appointed manager of the radio, stage, screen and television departments of Position Securing Bureau, New York. Mr. Thomas replaces Frank McGrann who has undertaken an assignment to the Far East for the U. S. Government.

ZANA PETERSON, formerly with KOMO Seattle and Pacific National Adv., has joined the continuity department of KIRO Seattle.

PAUL PETERSON has been added to the announcing staff of KHMO Hannibal, Mo. Maxine Dierking has been named continuity editor and women's program director for the station.

EDGAR F. HIGGINS Jr. and Roland Yoell have joined the war services and news division of WOR New York as news editors. Mr. Higgins, released from the armed forces, was formerly an NBC news editor and prior to that with WFAS White Plains, N. Y. Mr. Yoell formerly was a filing editor and summary writer at PA.

PHYLLIS PARKER, a freelance writer, and formerly with J. Sterling Getchell in Hollywood, has joined MBS as manager of program promotion, a new position.

PAUL GIBSON, WBBM Chicago m.c., is the father of a girl.

ARTHUR MOORE, Hollywood producer of Young & Rubicam, has been transferred to the agency's New York talent department.

EDMUND L. SOUDER Jr., Blue Hollywood newscaster, has been appointed network war correspondent in the China-Burma-India theatre.

JAMES POWELL, former announcer of NBC Hollywood, has joined KMPC Hollywood as news writer-newscaster.

HARRY L. THOMPSON, former Downtown Shopping News' Real Estate Bldg. editor, has joined the WJJD Chicago sales staff.

ANN CAMERON, formerly of KHJ Hollywood continuity department, has joined the production staff of Raymond R. Morgan Co., Hollywood agency.

ARTHUUR MAUS, WBBM Chicago engineering supervisor, is the father of a boy.

KYLE THOMAS, formerly of WHBQ Memphis, has joined WMPS Memphis as announcer and special events reporter. Harold Hill is now an announcer with WMPS.

PHYLLIS PARKER has joined MBS New York as manager of program promotion. She is a former executive and writer for J. Sterling Getchell Agency.

JAMES M. DOOLITTLE, formerly with WSAU Wausau, Wis., as chief announcer, has joined National Recording Co., Chicago, as producer and assistant to Richard Bradley, managing director.

BOB LAURENCE, formerly of WOV New York and World Broadcasting System, has joined the announcing staff of WPEN Philadelphia.

ALAN HAHN, script writer of KYW Philadelphia, and Shirley Abeles, a Westinghouse office head in New York, are to be married Oct. 29.

ED PARKER of New York and Jimmy Rice of Watertown are new announcers at WWNY Watertown, N. Y.

EDDIE PERRIGO, former musical advisor of KVOA Tucson, Ariz., is now continuity chief of KOIL Omaha, succeeding Betty Blackburn Vogt, who resigned to go overseas with the Red Cross.

GLEN BROMWELL, formerly of KVOR Colorado Springs, has joined KLZ Denver as announcer.

INEZ YARBROUGH, formerly with KMOX St. Louis, joined Neblett Radio Productions, Chicago, as assistant to the production manager, Herbert Coch.

PAUL CLARK, former NBC Chicago engineer now with the U. S. Army Air Forces, has been promoted to lieutenant-colonel.

PARKER GIBBS, NBC Chicago director, is the father of a girl.

PVT. EDWARD KOOPS, former production manager of WOWO-WGL Fort Wayne, Ind., is now stationed at Pyote, Tex., writing and producing musical comedies for the Army.

ERNEST LIND, formerly of KJBS San Francisco, has joined KYA San Francisco as announcer.

ALAN KEYS, formerly with WHK-WCLE Cleveland, has joined KGO San Francisco as announcer.

BETTY STEWART, formerly of CKUA and CFRN Edmonton, and CFGP Grande Prairie, Alberta, has joined the continuity staff of CKWX Vancouver. Marge Wesson, formerly of Regina, has joined CKWX as continuity writer.

VAL CLARKE, news editor of CKLW Windsor-Detroit, has left for Great Britain and will visit troops of the Windsor-Detroit area for a six week period at the fighting fronts. He will send daily dispatches to CKLW for broadcast and publication.

NORMAN PALMER, formerly of CKGB Timmins, Ont., has joined the announcing stac of CKLW Windsor-Detroit.

HAL LAWRENCE, discharged from the RCAF and formerly with CKLW Windsor-Detroit, CKGB Timmins, Ont., and CHML Hamilton, Ont., is now free-lancing as a commercial announcer in Toronto.

A. E. POWLEY, chief of the Canadian Broadcasting Corp. Overseas Unit, is back in London after a month's visit to Ottawa and Toronto for conference with CBC executives, on plans for covering the final stages of the European war.

STANLEY MAXTED, BBC war correspondent and formerly with CBC, is one of the survivors of the Arnhem Airborne division, with which he went to cover the operation for the *BBC Radio Newsreel*.

JOHN COLLINGWOOD READE, recently returned to CFRB Toronto as news commentator after several years at Ottawa, has left for overseas to gather battlefront material for his thrice weekly commentaries on CFRB.

LORNE GREENE, free-lance commercial announcer of Toronto and former CBC chief announcer, is the father of twins, a boy and a girl.

AWARD OF MERIT from the U. S. Coast Guard for support in cutting transcription discs for SPAR recruiting is presented to civilian Robert E. White, program manager of KDKA Pittsburgh, by Lt. (j.g.) Dorothy L. Nims, in charge of SPAR recruiting, Pittsburgh area. Next to Mr. White is SPAR Yeoman 2/c, Rita Hansen, who wrote the scripts for the discs, while the Boatswain's Mate 2/c is KDKA Senior Announcer Bill Sutherland of the USCG Temporary Reserve.

Standard Resumes

STANDARD OIL Co., San Francisco, on Oct. 19 resumes for seventeenth year weekly half-hour *Standard School Broadcast* on 17 NBC western stations, Thursday, 10-10:30 a.m. (PWT). A music appreciation series directed at schools, the programs will feature Carl Kalash as musical director with an orchestra of more than 20 musicians and guest artists. Programs tie-in with NBC *Standard Symphony Hour*, weekly symphonic concerts sponsored by that firm on 14 NBC Pacific and Arizona stations, Sunday, 8:30-9:00 p.m. (PWT). Agency is BBDO, San Francisco.

WCBM blue

A QUALITY STATION with MASS APPEAL in a RICH MARKET

WCBM

BALTIMORE

The BLUE Network Station

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.

Exclusive National Representatives

Ryan Asks Space for Radio

(*Continued from page 18*)

should consider the record of service rendered to the people by the various services in the past." Mr. Ryan listed safety services in times of disaster, radio's wartime contribution to recruiting, conservation, salvage, War Bond drives, blood donors and morale, all of which continue with "full force and effect".

'Who Paid the Bill?'

He traced the history of newscasting, told how early-day newsmen developed radio news reporting style and how scores of others have been trained. He enumerated the obstacles which radio had to hurdle to develop its own news gatherers and pointed to the "smooth-working machine that maintained an unbroken flow of information on D-Day and continued to supply its listeners with stories and bulletins from every part of the globe."

"Inevitably we get down to the question, 'Who paid for all this'?" continued Mr. Ryan. "Who paid for this slow and methodical experimentation down through the years? Who bought the equipment, used it, discarded it, then bought new and better equipment to do the same job all over again, only a little better? Who paid the salaries of station managers, program directors, continuity writers, announcers, salesmen, engineers, musicians, traffic managers, newsmen and hundreds of secretarial employes?

"Every one of them had to learn or be trained in the idiom of radio. All had to develop subconscious natures adapting themselves to their work. A radio employe was, and always has been, a considerable investment.

"The mere granting of licenses by the Government to operate radio stations is not like granting rights to mine Government land, for example, where gold lies in abundant quantities. Radio held for its licensees only so much as they, by their ingenuity, money and devotion to public service, could make of it. That wasn't very much in the early days of radio, and before it could really get started it was plunged into the depression which began in 1929. But its owners put up money and more money and sustained the industry until finally it became self-supporting."

The NAB President paid glowing tribute to "the companies that invested their advertising dollars and their faith in an untried medium". He told how they experimented with this program and that, "receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction."

Asserting that some advertisers "guessed wrong" but continued to come back "with determination", Mr. Ryan said these advertisers "ultimately earned dividends on all that they had spent in proving the medium of radio".

8th Largest Market in 9-State Area

Ill., Iowa, Wisc., Minn., Mo., Kan., Neb., N. Dak., S. Dak.

1.	Chicago	4,508,492
2.	St. Louis	1,485,868
3.	Twin Cities	902,612
4.	Milwaukee	762,105
5.	Kansas City	670,575
6.	Omaha	302,527
7.	Duluth-Superior	228,716
8.	TRI-CITIES	201,244
9.	Peoria	199,525
10.	Wichita	194,945
11.	Des Moines	188,572
12.	Racine-Kenosha	154,167

(Bureau of Census Bulletin, Feb., 1944)

Retail sales in TRI-CITIES totaled more than $114 million last year. You'll get your full share if you use . . .

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l. Representatives

Forum Coverage

IN ADDITION to Blue Network coverage of evening sessions of the *New York Herald-Tribune's* annual forum [BROADCASTING, Oct. 9], different portions of the event will be broadcast by CBS and Mutual. Latter will pick up a discussion on "Teamwork for Reconstruction" Oct. 16, 9:30-10 p.m. and "Leadership the Youth Minds" Oct. 17, 2:15-3 p.m. with Shirley Temple as one of the speakers. CBS will carry the same session 3:30-3:45 p.m. with Dr. Rene J. Dubos as speaker, and the same afternoon 4-4:30 p.m. will present talks by Mr. and Mrs. Frederick George Miles.

Murrow Honored

EDWARD R. MURROW, chief of the CBS European staff, and Dr. George H. Gallup, head of the Institute of Public Opinion, were among four to receive a "distinctive service medal" for eminence in their respective fields from the School of Journalism of the Syracuse U. Paul White, CBS news head, accepted the honor in behalf of Mr. Murrow, now overseas, on the occasion of a dinner celebrating the University's 10th anniversary, given by the New York Press Assn. in New York Oct. 6.

KOIN Renewal

KOIN Portland, which has operated under a temporary license because of the "duopoly" regulations, last week was accorded a regular renewal by the FCC for the period ending May 1, 1947. Since issuance of the temporary renewal, KALE was disposed of to the *Portland (Ore.) Journal*, in exchange for that newspaper's minority interest in KOIN. C. W. (Chuck) Myers, former president of the NAB, is president and principal owner of KOIN.

NINETEEN HOUR solitary stint, carrying the station announcements and operation was performed by WHBQ Memphis announcer John Orr when one man was absent because of illness and another misunderstood the new schedule.

Latin Market

(*Continued from page 13*)

cause it reaches a large diversified population."

Since the leasing of shortwave facilities by the Government, he reported, great strides have been made both in services and in counteracting Axis broadcasts. Shortwave beams from the U. S. were changed to reach the American republics more clearly and teaming of transmitters carrying the same program made possible selectivity by local stations affiliated with CBS and NBC for rebroadcast purposes. These local stations in the other republics were able to choose the clearest signal for rebroadcast from several frequencies.

New engineering techniques, Mr. Francisco declares, will make possible better control of shortwave broadcasting through the use of measuring devices which are being installed in various key areas in South and Central America. In most of the countries, panels of radio listeners have been established to monitor the quality of the programs.

Mr. Francisco estimates that anticipated over-all advertising expenditures for 1944 by U. S. business firms through radio, press and other media in the other republics will aggregate $16,000,000, a substantial increase over expenditures in 1943. This figure, he points out, "was an impressive indication of an upward trend. It was also practical evidence of determination by U. S. business management to make the Good Neighbor policy mutually helpful.

"With U. S. industry absorbed in war work and unable to supply many products for export, this increase in export advertising was made chiefly in preparation for postwar trade. The Latin American market was considered by exporters especially attractive for postwar development when U. S. industry again would be able to supply automobiles, industrial machinery, office equipment and other items which were virtually unobtainable in 1943 for civilian use."

No. 1 Station in a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

SPORTS WHN WHN WHN WHN
MUSIC 1050 1050 1050 1050
NEWS WHN WHN WHN WHN
WHN
DIAL 1050 - 50,000 WATTS

KSEI
POCATELLO · IDAHO

Cover the Rich Lehigh Valley

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 7 TO OCTOBER 10 INCLUSIVE

Decisions . . .

OCTOBER 9

KVOP Plainview, Tex. Granted license cover CP authorizing new station (action 10-2-44).

The Journal Co., Milwaukee Granted license cover CP new developmental broadcast station W9XJC (action 10-2-44).

The Crosley Corp., Cincinnati—Granted mod. CP authorizing new experimental television station W8XCT, for extension completion date from 10-28-44 to 4-28-45 (action 9-30-44).

Providence Journal Co., Providence, R. I.—Placed in pending file application new FM station.

The Times-Mirror Co., Los Angeles Same.

WAGE Syracuse Same.

The Tribune Co., Tampa, Fla. Same.

WJAC Johnstown, Pa. Same.

Southeastern Broadcasting Co., Macon, Ga.—Same.

Inter-City Advertising Co., Columbia, S. C.—Granted CP new station, 1490 kc 250 w unlimited.

KOIN Portland, Ore.—Granted license renewal for period ending 5-1-47.

KGKB Tyler, Tex.—Granted acquisition control by James G. Ulmer and Minnie B. Ulmer through transfer 12 shares common stock from J. G. Kretsinger to James G. Ulmer.

WLLH Lawrence, Mass.—Granted license to cover CP for synchronous amplifier to make changes in transmitting equipment and increase power (action 10-4-44.)

KGGE Coffeyville, Kan.—Granted mod. CP authorizing install new transmitter, for extension completion date from 10-22-44 to 1-1-45; conditional grant (action 10-2-44).

WCLE Akron—Granted mod. CP authorizing change assignment and move, for move transmitter, changes DA and extension commencement and completion date to 30 days after grant and 180 days thereafter, respectively (action 10-2-44).

WCOP Boston—Granted transfer control from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co. by transfer 100% issued and outstanding stock for $225,000.

KXA Seattle, Wash.—Adopted order denying petition to enlarge issues re KOB application for mod. CP.

KVAN Vancouver, Wash.—Granted petition in part to reopen record for acceptance of amendment to application for CP change facilities, and removed said application as amended from hearing docket. Also dismissed petition of KSEI for leave to intervene.

WNBC Hartford—Granted vol. transfer control from Arde Bulova and Harold A. Lafount to The Yankee Network Inc. by transfer 100% issued and outstanding capital stock for $220,000 plus. Granted request to change call to WHDT.

Licenses for following stations granted for period ending not later than 11-1-45: KGHF KID KRNT WLOL WNBF WTOC KOL WDOD.

WAAT Newark, N. J.—Granted license renewal for period ending 5-1-47.

Applications . . .

OCTOBER 9

WALL Middletown, N. Y.—Transfer control from Elsie and Martin R. Karig to John Morgan Davis.

Central Ohio Broadcasting Co., Columbus, O.—CP new commercial television station, channel 8.

WOMT Manitowoc, Wis.—CP increase 100 w to 250 w and make changes in transmitting equipment.

KFAB Lincoln, Neb.—License to cover CP authorizing change frequency and hours operation and DA-N.

Northwest Broadcasting Co., Minneapolis—CP new station, 580 kc 1 kw unlimited DA-DN.

KMBC Kansas City—CP new FM station, 43,900 kc, $264,000 estimated cost.

Keystone Printing Service Inc., Waukegan, Ill.—CP new FM station, 47,100 kc, 2,890 sq. mi., $47,050 estimated cost.

WIRE Indianapolis—CP new commercial television station, channel 5.

Lincoln Dellar, Sacramento, Cal.—CP new standard station 1340 kc 250 w unlimited amended change frequency to 1490 kc.

Reno Broadcasting Co., Reno, Nev.—CP new station, 920 kc 1 kw unlimited DA-DN.

Francis Taylor, Seekonk, Mass.—CP new commercial television station, channel 8.

PROFESSIONAL DIRECTORY

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An Organization of
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Consulting Radio Engineer
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
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Consulting Radio Engineers
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Specializing in Broadcast and Allocation Engineering
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Telephone NAtional 7757

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From FCC Application to Complete Installation of Equipment
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CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

IT'S CAPTAIN Harry C. Butche now! The former CBS Washingt vice-president who has been aide General Eisenhower since his a sumption of the Supreme Com mand, was last week promoted to captaincy in the Naval Reserv Captain Butcher was called to a tive duty as a lieutenant com mander in June 1942 and was pr moted to commander in May 194 while abroad with General Eise hower. He is now somewhere i France with the Supreme Com mander.

Studio Notes

CONNIE STACKPOLE'S *New England Cupboard*, heard over WNAC Boston for the past four years, is now heard over the Yankee Network.

WHIO Dayton on Oct. 12 held its first Teachers' Institute which will run for six consecutive weeks to give teachers of Dayton and Montgomery County a glimpse into the future of radio education. Two hour sessions include lectures, discussions and workshop in which all the WHIO staff will participate. Guest speakers will be featured.

KTSM El Paso, Tex., commemorating the 50th Anniversary of the El Paso Public Library, joined in radio night at the library. *We'll Find Out*, KTSM research program, was broadcast from the library with a tie-in display. There also was a special display on television, AM and FM broadcasting.

CKAC Montreal, starts on Nov. 4 a talent contest for singers, artists, comedians and script writers, with prizes of $1,000. Contest will be presented in a series of 21 Saturday evening half-hour programs.

Network Accounts

All time Eastern Wartime unless indicate

New Business

KELLOGG Co., Battle Creek, Mich. (Rasin 40% Bran Flakes), on Oct. 20 star *Tom Breneman Highlights* on 16 Blue Pacific stations, Fri. 9-9:30 p.m. (PWT Agency: Kenyon & Eckhardt, Chicago.

PROCTER & GAMBLE, Cincinnati (La soap), on Dec. 2 starts undetermined program on CBS stations, Sat., 8:30-8:5 p.m. Agency: Biow Co., N. Y.

HARTZ Mountain Products, New Yo (bird and pet products), on Oct. 15 f 52 weeks, started *Canary Pet Show* on MBS stations, Sun., 2:45-3 p.m. Agenc George H. Hartman Co., Chicago.

UNDERWOOD - ELLIOTT - FISHER, T ronto (business machines), on Oct. started *Ernest Seitz Piano Recital* on Ontario and Quebec stations, Sun. 1:3 p.m. Agency: J. J. Gibbons Ltd., T ronto.

SWIFT CANADIAN Co., Toronto (me packers), on Oct. 30 starts *Breakfa Club* on 38 CBC Trans-Canada station Mon. thru Fri. 9:30-9:45 a.m. Agenc J. Walter Thompson Co. Toronto

B. HOUDE GROTHE Ltd., Montreal (t bacco), on Oct. 9 started *Le Sain Canadienne* on 10 CBC French station Mon. Wed. Fri. 7:30-7:45 p.m. Agenc Whitehall Broadcasting, Montreal.

Network Changes

LYON VAN & STORAGE Co., Los A geles (moving, storage), on Nov 13 shift *Andy & Virginia* on 12 Blue Pacific st tions, Mon Wed. Fri. 4:30-4:45 p (PWT), to 9 Don Lee Pacific station Mon. Wed. Fri. 9:15-9:30 a.m. (PWT Agency: BBDO, Los Angeles.

WESSON OIL & SNOWDRIFT Sa Co., San Francisco, on Oct. 16 replac *Hawthorne House* for salad oil on 6 NB Pacific coast stations, Mon, 9:30-10 p (PWT) with *Noah Webster Says*. Age cies: Kenyon & Eckhardt, N. Y. and Fi gerald Adv., New Orleans.

AMERICAN Bird Products, Chica (American 3 Vees bird foods), on Oc 15 for 29 weeks resumed *American Bi Warblers* on an undetermined number MBS stations, Sun. 1:15-1:30 p.m. Age cy; Weston-Barnett, Chicago.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted First class operator. Excellent opportunity for advancement, 1 kw Blue Network, completely RCA equipped. Permanent. FM application filed. Contemplate great expansion. Full details salary requirements first letter. WTJS, Jackson, Tennessee.

50 watt CBS affiliate needs all around announcer. Pleasant working conditions in best year around climate in United States. 40 hour week. Write details and send transcription to KGBS, Harlingen, Texas.

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Salesman at once. Splendid market. Must have sales and character record. Top start, can give you accounts that will guarantee $300 a month. You take it from there. Answer: L. D. Newman, WCMI, Ashland, Ky.

Wanted Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Chief transmitter engineer. Permanent position with 5 kw Mutual affiliate open to engineer experienced in operation and construction. Give full details, past experience in first letter. KFEL, Denver, Colo.

Continuity writer wanted. Man or woman. Give full details by wire or air mail letter. Box 797, BROADCASTING.

Wanted Three experienced announcers. $50.00 base for forty hour week. Box 792, BROADCASTING.

Announcer Must be dependable and ambitious. Good pay and permanent job for right man. Give full details and expected starting salary in first letter. Write Box 787, BROADCASTING.

Experienced announcer for 50 kw station. Salary and commercials. Give complete details. Box 783, BROADCASTING.

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Wanted Control operator with restricted license or better. Pay in proportion to ability and license held. State experience and salary expected. KWFC, Hot Springs, Arkansas.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Wanted Chief engineer for 250 watt Mutual station RCA equipment. Necessary to take regular operators shift. $200 per month to start plus some overtime. Write or wire C. O. Chatterton, KWLK, Longview, Wash.

Announcer 250 watt Mutual station in ideal Wisconsin city, non-defense area, wants experienced news man and record show emcee. Salary $35.00. Disc and references to WHBY, Appleton, Wisconsin.

Wanted Program-director-announcer at a live progressive station. One who can take complete charge of production and handle announcers. Permanent position, good salary. Box 781, BROADCASTING.

Advertising salesman. Good possibilities, permanent. Radio KFRO, Longview, Texas.

Situations Wanted

Disk jockey available for progressive station. Successful platter shows for five years. Minimum $400. Box 790, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer fully experienced in all phases of work. Desires permanent connection with southern station. Married, 4F. Box 789, BROADCASTING.

If you're looking for a "fireball" that's not me. I'm a good news-commercial man with ideas, looking for a station that is proud of its production. 25 years old, year and a half experience including present 5 kw. Transcription and photo on request. Would especially be interested in hearing from S. Cal. and west coast station. Box 788, BROADCASTING.

Engineer Studio-transmitter. Permanent. Midwest preferred. Experienced. Box 785, BROADCASTING.

Program director-announcer. Six years' experience writing, production, announcing, engineering. Plenty program ideas. Seeks permanent, progressive position. Box 782, BROADCASTING.

Platter jockey! Not just another record spinner, but a real personality, able to produce A-1 morning show. Five years experience announcing, writing, production and engineering. Now employed metropolitan midwestern station. Box 654, BROADCASTING.

Chief engineer Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Engineer Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Program director, 38, experienced in public relations, promotion, special events, music clearance. Broad musical knowledge. Box 755, BROADCASTING.

Experienced, ambitious, capable news editor and newscaster interested in immediate vacancy with progressive station, permanent basis. Five years experience sportscasting, including play-by-play. Can handle special events. College graduate, married, 36 years old. For audition record phone 371 or write Bovard Clayton, Harrisburg, Ill. Give complete story in first communication including salary and living conditions for family in your city.

Radio engineer-physicist. College degree. First class phone license. 7 years experience research and developmental laboratories. 1 year broadcast operator. 4F. Box 801, BROADCASTING.

Announcer. Honorably discharged veteran. Top notch newscaster, commercial announcer. Six years experience with 50 kw radio. Excellent background. College educated. Transcriptions. Box 800, BROADCASTING.

Announcer-program director. 26 years old. 3 years experience news, play-by-play sports, commercials, special events. Available November 4th. Box 798, BROADCASTING.

Studio technician, 6 years experience 5 and 50 kw network stations. Licensed, union, honorable army discharged. Box 796, BROADCASTING.

Technical man first class. Eleven years AM-FM broadcast experience. Desires opportunity any department, television or broadcast organization. Box 795, BROADCASTING.

A chief engineer and an announcer desire a permanent position with a northeastern station. Draft deferred. Experienced, capable and dependable. Box 793, BROADCASTING.

Program director—news editor. Eight years experience. Young & dependable. Box 791, BROADCASTING.

Wanted to Buy

Wanted Any type vertical antenna. Phone collect Central 6595, Chicago. Mr. Clifford.

Wanted Studio equipment and five kilowatt transmitter with spare tubes. Box 794, BROADCASTING.

Wanted One 279 foot type CK Blawknox vertical radiator. Box 786, BROADCASTING.

Wanted 1000 watt transmitter, FCC approved. Also, all other equipment necessary to complete station. Wire or write Box 784, BROADCASTING.

Will pay highest cash price for any or all of the following pieces of equipment for 250 watt station. Frequency and modulation monitor, turntables, microphone, oscillagraph or any kind of technical equipment. Write Box 760, BROADCASTING.

For Sale

Recorder RCA console model MI-12703. Excellent condition. Engineering Dept. WGKV, Charleston, W. Va.

For sale Fairchild latest model 199, 16" dual speed recording turntable like new. $495. Perfect condition. Sound Sales Company, 600 South Michigan Avenue, Chicago 5, Ill.

For sale or trade 2 (1) GE 891, IGE 892, 4 GE 810, 4 GE 806 never used. Want speech equipment, overhead recorder attachment, frequency monitor. KTKC, Visalia, Calif.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

For sale 1,000 watt transmitter, composite, commission approved. Class B modulation, complete. Available immediately. Box 771, BROADCASTING.

Miscellaneous

Qualify for promotion Study at home: Management, writing, traffic, newscasting, production, television. Course prepared by network executives. Write for booklet. Chicago Institute of Broadcasting and Television. Suite B 818, 32 West Randolph Street, Chicago.

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Video as Crime Detector Seen by Secret Service

TELEVISION, functioning in combination with other electronic devices and with fleets of airplanes, will be one of the nation's most potent aids in crime prevention and law enforcement in the postwar world, Frank J. Wilson, chief of the U. S. Secret Service, said in a recent talk broadcast on NBC from the 51st Annual Conference of the International Assn. of Chiefs of Police. He forecast the time when photos of fugitives and dangerous criminals will be flashed onto television sets in millions of homes.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
NOVEMBER 14

6 Weeks' Day Course
NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

READY FOR A SPONSOR

A new type half-hour net-work show, pronounced by those who should know as having all the elements to make it a top-rating audience holder among the best complete family listeners and sales-prospects in America.

Extremely flexible and capable of expansion with guest celebrities, name-bands and other features as far as desired. Unusual merchandising possibilities.

For first script and details, without obligation, write

CALEB WEST
5336 Wayne Avenue,
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SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of
U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., N.W., Wash. 6, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
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RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

Has Radio More Influence Than Press?

Air Medium Better in Bringing Voters to The Polls

By DR. PAUL F. LAZARSFELD
Director
Bureau of Applied Social Reesarch
Columbia U.

THE ACCOMPANYING article is taken from "The People's Voice," analysis of the factors influencing political behavior as revealed by monthly interviews made during the 1940 Presidential campaign with a panel of 600 residents of Erie Co., O. (a county whose voting has paralleled that of the nation for the past 40 years). Volume, to be published shortly by the American Council on Public Affairs, Washington, D. C. [$2.50], was written by Dr. Paul F. Lazarsfeld, Director, Bureau of Applied Social Research (formerly Bureau of Radio Research), Columbia University, assisted by Bernard Berelson and Hazel Gaudet, members of the Research Bureau's staff.

IN RECENT years, the radio has taken its place beside the newspaper as a distinctive medium of communication. Perhaps not just "beside", perhaps in some instances the radio has taken the place of the newspaper. For example, has the radio cut into the newspaper's sphere of influence in American politics? Did the two media serve the same function for the major parties? In short, what were their comparative political roles in Erie County in 1940?

Before attacking this question directly, we must digress for a brief methodological note. Suppose we asked the respondents themselves to indicate what sources were most effective in influencing their vote decision. Merely raising the question is enough to call to mind the dangers involved in such a procedure. Can respondents appraise the relative influences exerted upon them over an extended period of time?

Self-Estimate Inadequate

Any statement by them to the effect that they were "influenced" by the "radio" or "newspaper" may refer as much to the amount of listening or reading they have done as to the actual influence of the media. A direct self-estimate by respondents, then, will not serve our purpose.

Accordingly, a method of investigation was devised which rests on the following assumption: The more concrete and specific the respondents account of the experiences which have modified his view, the more likely it is that the account is valid. General comments may inadvertently refer to amount of exposure and not to influence. But concrete and circumstantial reports of specific experiences tend to focus on decisive events and to eliminate the component of amount of exposure.

Obviously, no single question can be expected to provide an adequate index of influence. But we can use a battery of questions which enable us to distinguish between general and vague replies on the one hand and concrete replies on the other. If we find that the influence attributed to one medium is consistently mentioned more frequently as we move from general to specific replies, then we conclude that this medium has actually exerted a preponderant influence and that we have arrived at a valid measure of influence.

With that procedure and that measure, what was the comparative influence of radio and newspaper in the 1940 campaign? Just after the election, voters were asked to name in retrospect the sources from which they obtained most of the information that led them to arrive at their vote decision. They were then asked to indicate which source proved most important to them.

Although the radio and newspaper ranked about the same as general sources, the radio was mentioned half again as frequently as the single most important source of influence. Half of those who mentioned the radio at all considered it their most important source of information, whereas only a third of those who initially mentioned the newspaper regarded it as most important. Thus, as we move from the more general to the more specific indication of influence, radio plays a relatively stronger role than the newspaper. The same sort of distinction can be applied to another set of data.

Whenever a respondent indicated a vote intention different from the one mentioned in the previous interview, he was asked the reason for the change. In some cases the source of the new vote intention was stated in general terms, e.g., "I changed my mind as a result of my newspaper reading."

In other cases, the source of the change was reported in concrete terms, with a medium of communications directly linked to the reason for change, e.g., "An editorial in Wednesday's *Sandusky News* convinced me that the President's experience in international affairs was indispensable." (We should note here that whereas in the preceding section we dealt with the respondents as a whole, here we deal only with the crucial subgroup—the people who changed their minds during the campaign.) When the mentions of media making for changes in vote intention are classified as general and concrete, how did newspaper and radio compare?

Press and Radio

Until the last period of the campaign, considerably more political material was available in the newspapers than on the radio. Although it is difficult to measure this factor of accessibility, only toward the close of the campaign could the amount of political material on the air be considered at all comparable to that found in the press. If we limit mentions of media in connection with reasons for change to the last two months of the campaign—the most active months of the campaign—what then?

At that time the radio was mentioned less frequently as a general source of influence but more frequently as a concrete source. Once again, the stronger role of radio becomes more conspicuous in the case of concrete ascriptions of influence.

Appeals Pall

In sum, to the extent that the formal media exerted any influence at all on vote intention or actual vote, radio proved more effective than the newspaper. Differences in the way the campaign was waged in print and on the air probably account for this. In the first place, a considerable amount of political material appears in the press from the beginning to the end of the campaign with few notable variations.

In time, the claims and counterclaims of the parties as they appeared in cold print came to pall upon the reader who had been exposed to essentially the same story over an extended period. The campaign on the radio, however, was much more cursory in its early phases and became vigorous and sustained only toward the close.

Secondly, the radio campaign consists much more of "events" of distinctive interest. A political convention is broadcast, and the listener can virtually participate in the ceremonial occasion. He can respond to audience enthusiasm, he can directly experience the ebb and flow of tension. Similarly with a major speech by one of the candidates. It is more dramatic than the same speech in the newspaper next morning.

And thirdly, the listener gets a sense of personal access from the radio which is absent from print. Politics on the air more readily becomes an active experience for the reader. It represents an approach to a face-to-face contact with the principals in the case. It is closer to a personal relationship, and hence more effective.

Drawn for BROADCASTING by Sid Hix

"I Don't Care if Boake Carter IS Your Favorite Commentator—Quit Putting Mentholatum on My Spaghetti!"

Jergens Replaces

ANDREW JERGENS Co., Cincinnati (Woodbury soaps, cosmetics) on Oct. 15 replaced *Chamber Music Society of Lower Basin Street* with *Hollywood Mystery Time* on 151 Blue stations, Sunday, 9:15-9:45 p.m. (EWT). Series co-stars Carlton Young, New York actor and Gloria Blondell. Ernest Gill is musical director. Louis Dittes and Jerome Epstein write the program. Jim Doyle is announcer. Tran Wells is assigned producer by Lennen & Mitchell.

ELIMINATION of crime and gangster type dramas on the air has been requested by the Toronto Board of Education in a presentation to the Canadian Broadcasting Corp. The Toronto Board of Education feels that this type of program is a major part in the increase in juvenile crime wave.

Every station presenting "The Texas Rangers" transcribed library! From the rock-bound coast of Maine to the hulas of Honolulu! You, too, can use "The Texas Rangers" to advantage. What better evidence could you have than this . . .

1. **"THE TEXAS RANGERS" IS RADIO'S FINEST WESTERN LIBRARY**
2. **IT'S THE MUSIC WITH MASS APPEAL THAT NEVER GROWS OLD**
3. **LIBRARY FLEXIBILITY PROVIDES ENDLESS SERIES OF PROGRAMS**
4. **EASY TO SELL—FOR ALL ADVERTISERS, LARGE OR SMALL**
5. **EASY TO BUY—PRICES SCALED TO STATION'S COUNTY POPULATION**
6. **CONTRACTS PROVIDE EXCLUSIVE RIGHTS TO IMMEDIATE TERRITORY**
7. **SUCCESS STORIES NUMEROUS—UNUSUAL CLIENT RENEWAL RECORD**

The Texas Rangers

LIBRARY

AN ARTHUR B. CHURCH PRODUCTION

WRITE . . . GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MO.
WEST COAST—BOB BRAUN, 202 N. CANON DRIVE, BEVERLY HILLS, CALIF.

Out of the Dark
comes Oklahoma radio data!
The OKLAHOMA RADIO AUDIENCE OF 1944
A Study by DR. F. L. WHAN
THE OKLAHOMA RADIO AUDIENCE OF 1944

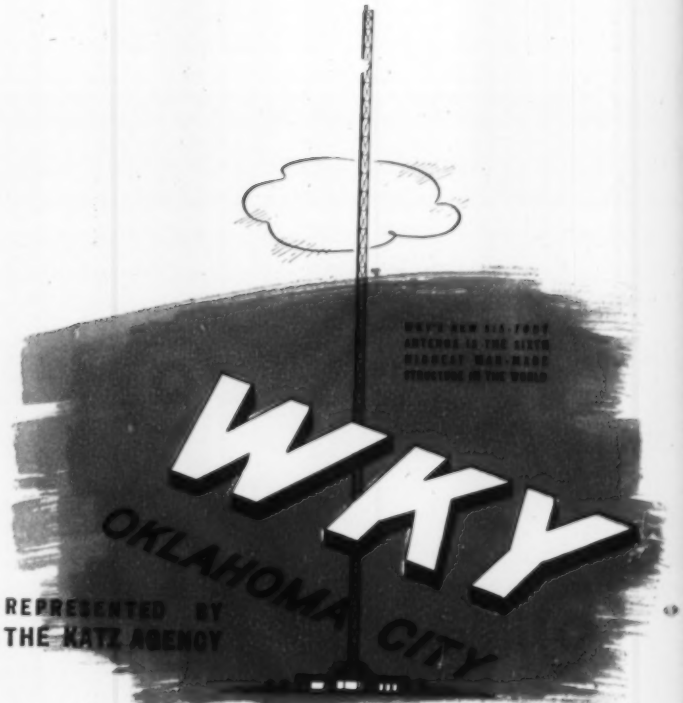
ILLUMINATING FACT: *According to the 1944 Oklahoma radio survey, WKY covers more of Oklahoma's people, more of its buying power, and more of its retail sales than any other station.*

FOR THE first time, the bright light of unbiased research has reached into every corner of Oklahoma, revealing the minute details of radio listening which heretofore were largely matters of guess and conjecture.

The survey of radio listening in Oklahoma, conducted under the supervision of Dr. F. L. Whan of the University of Wichita, whose reputation for accuracy and impartiality has been clearly established through similar studies in Iowa and Kansas for a number of years, gives radio people and time buyers an invaluable fund of information not only on Oklahoma listening, but on radio listening habits in general.

From the time buyer's standpoint, the most significant information to be gained from the study is the decisive dominance of WKY in Oklahoma. No other station covers so much of the state so much of the time. This, however, is an old truth to which this study merely adds emphasis.

If you have not had the opportunity to examine this interesting document, WKY will be happy to send you a copy.



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